



Factors that Affect Purchase of The Smartphone

Aureliani Handayani Syarifuddin^{a*}, Tati Handayani^a, Pusporini^a

^a Management Department, Faculty of Economic and Business, University of Pembangunan Nasional “Veteran” Jakarta, Indonesia.

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ABSTRACT

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This study aims to determine the influence of product factors, promotional factors and social factors on purchasing decisions Asus smartphone and know how the positioning based on product quality, durability and design of Asus smartphones with competitors such as Smartphone Oppo, Lenovo, and Smartfren. The population in this research is Pondok Ranji urban village. The sample size was taken 75 respondents for each measurement method. Data collection was done through questionnaires. The analytical technique is using PLS (Partial Least Square) and MDS (Multidimensional Scaling). The results of this study indicate that the Product Factor (X1) has an insignificant effect, Promotion Factor (X2) has a significant effect and Social Factor (X3) has an insignificant effect. Then Asus's superior positioning results on Product Quality seen from the perceptual map.

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* Corresponding author

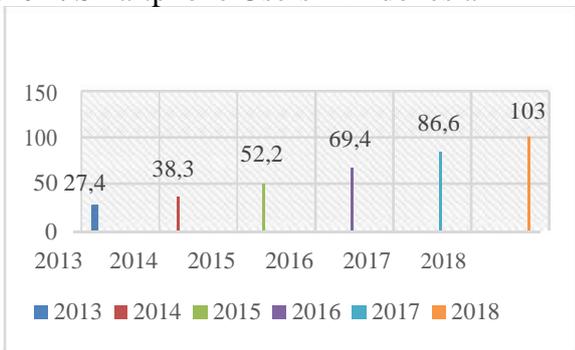
E-mail address: handayaniaurel@gmail.com

INTRODUCTION

As time goes by developments in communications technology sector more quickly caused competition in the increasingly competitive world of business. It is characterized by a large number of similar products that offer the benefits of each. Then the trend towards free trade encourages manufacturers to improve product quality so as to trigger the intense competition. These conditions demand the groundbreaking efforts to improve ourselves in order to strengthen competitive advantage.

The telecommunications industry is one of the industry's rapid development in Indonesia. This caused human needs as social beings who always communicate is very important against the daily activities of society indirectly. Its development can be seen on the graph of smartphone users in Indonesia.

Figure 1. Smartphone Users in Indonesia



Source: www.emarketer.com

This means that smartphone users in Indonesia each year is increasing. Asus is a company engaged in the field of telecommunications that took out one of the smartphone products. ASUS took out the types of products ranging from smartphones ZenFone, ZenFone Zoom, ZenFone Selfie, ZenFone Laser, ZenFone Max, Go ZenFone and ZenFone Live. In Indonesia the Asus has some competitors, the following data can be seen in the position of smartphone Asus against its competitors & development smartphone Asus from the years 2014-2017.

SMARTPHONE			
2014		2015	
Brand	TBI	Brand	TBI
Blackberry	44,3%	Samsung	19,7%
Nokia	22,7%	Blackberry	24,7%
Samsung	18%	Nokia	16,7%
iPhone	4,3%	iPhone	4,5%
Sony Ericson	3,3%	Smartfren	3,8%
Nexian	1,9%	Cross	3%
Cross	2,2%	Advan	2,9%
		Mito	2,5%
		Lenovo	2,4%
		Oppo	2,2%
2016		2017	
Brand	TBI	Brand	TBI
Samsung	43,3%	Samsung	46,4%
Nokia	10,9%	Nokia	8,8%
Blackberry	9,8%	Blackberry	8,0%
iPhone	5,8%	iPhone	5,1%
Smartfren	5,4%	Smartfren	5,1%
lenovo	4%	Lenovo	4,4%
Oppo	3,4%	Oppo	4,1%
Asus	3,2%	Asus	3,8%

Source: www.topbrand-award.com, 2014, 2015, 2016, & 2017

Then the conclusion in the Asus 2014-2015 is not included in the list of the smartphone category Indonesia top brand Award this shows that the public is less acquainted with the Asus as a smartphone. Then in 2016-2017 Asus started to get listed in Indonesia category Award top brand smartphone with the eighth highest ranking then shows smartphone Asus Indonesia society began to be known.



The problem arises from the image graphics market share. From the above graph, it is known

that Asus nationally from year to year are experiencing fluctuating circumstances. In the year 2014 Asus with market share percentage of 11% in 2015 the percentage increase 21.9% in 2016 has decreased far enough with his percentage 9% again decreased in the year 2016 with two-quarter percentage of 8.2% in the year 2017 Asus again experienced a decline with a percentage of 0%.

See the Asus smartphone phenomenon in Indonesia, manufacturers need to pay attention to what are the factors that affect the purchasing decision smartphone. Purchase decisions, namely consumer behavior that seeks to understand how consumers are searching for, buying, using, evaluating, and spend a product or service. The external factor is the factor that comes from outside the individual, affecting consumers in conducting purchasing decisions in getting, consume, use, and spending items or services. While the internal Factor is the factor that rubs off on consumers that can affect a person in making purchasing decisions.

Then there is the factor of the marketing mix (product, price, promotion and place) that can be controlled to achieve the purpose of marketing in the target markets As for the difference between a smartphone with the smartphone that is evidence where there are other factors that influence purchase and may determine the positioning of the perception of consumers to the smartphone Asus and its competitors namely Oppo, Lenovo, and Smart Telecom. And then there are some research saying that purchasing decisions.

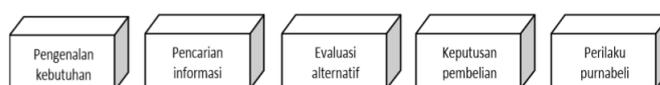
LITERATURE REVIEW

Purchase Decision

According to Sumarwan (2011, p. 357), purchasing decisions is consumer behavior that seeks to understand how consumers are searching for, buying, using, evaluating, and spend a product or service. then other opinions regarding the definition of the purchasing decision. From Morissan (2010, p. 111) defines the buying decision is the next step after the emergence of intention or desire to buy, which consumers should do the actual purchase by selecting a brand that will be purchased. In deciding the purchase of consumers require additional decisions; When buying, where buy and how much money is spent. Then Schiffman and Kanuk (Sumarwan 2011, p. 357) 'Define a selection decision as an act of two or more alternative options'. Examples of some of the

decisions that must be made a consumer's decision to purchase or consume, the decision of purchase/consumption brands, sales channels and a decision on how to pay. Likewise, the opinion of Terry (2013, p. 34) describes ' decision is choosing the alternative of two or more of the alternatives that exist to determine the direction of the objective to be achieved'.

In a consumer's purchase, decision making can do consumer purchase process through five stages: introduction to issue: begins when the buyer is aware of the problems or needs. Buyers feel the existence of differences between the actual state of affairs with the desired state. Those needs can be triggered by stimuli or internal external, information retrieval: consumer moving stimuli will be trying to find more information. State of information seeking lighter called attention peaked, evaluation of alternative: at this stage, there is not a single and simple evaluation process. There are some process evaluation decisions, mostly the latest model of the consumer-oriented evaluation process cognitively, i.e., they assume that consumers do most of the scoring product consciously and rationally. As consumers are looking for the benefits of the solution products, consumers looked at each product as a set of attributes with differing capabilities in providing benefits that are searchable and satisfy needs, purchasing decision: in this stage of evaluation, consumers form preference over the brands that are in the set of choices. Consumers can also form the intention to buy the most preferred brand and after purchase behavior: consumers will feel a level of satisfaction or dissatisfaction. Consumers will also be performing actions after purchase and use these products. Satisfaction after purchase i.e. after buying a product consumers might find a deficiency or defect (Abdullah & Voila, 2013 pp. 129-133).



Sourche: Abdullah & Tantri 2013 Manajemen Pemasaran

Do the decision-making process of consumers are faced with a situation of a purchase. Different purchase situations cause consumers not doing steps or the same decision-making process. Schiffman and Kanuk (Sumarwan, 2011 pp 360-361) mention three types of consumer decision

making i.e. extended problem-solving, limited problem-solving, and problemsolving routine.

Product

Kotler & Keller (2009, PG. 4) describes ' product (product) is everything that can be offered to the market to satisfy a desire or needs, including physical goods, services, experiences, events, people, places, property, organization, information, and ideas '. Then the product is a collection of physical attributes (packaging, color, price, quality, and brand), psychic, service (service), and symbolic (reputation) that was created to satisfy the needs and wants of customers described by (Setiyaningrum et al, 2015:87). Further definition of the products that can be explained Lupiyoadi & Hamdani (2009:70) ' product is the whole concept of the object or process, which provides values to consumers. It should be noted in the product not only of physical buying of products but purchase benefits and value of the product'.

In planning product offerings to market, marketers should look at five levels of the product. Each level adds value to customers, and all five are part of a hierarchy of value customers (Kotler & Keller, 2009:4) mentions the following: Core Benefits (Core Benefit), the basic Product (Basic Product), the expected Products (Expected Product), Additional Products (Augmented Product), Product Potential (Potential Product).

Then marketers classify products based on resilience and manifestation, (items which are Not Durable (Nondurable Goods), durable goods (Durable Goods), services (Services)), the classification of consumer goods (goods every day (Convenience Goods), shopping (Shopping Goods), special items (Speciality Goods), the items are Not Searchable (Unsought Goods)), and industrial goods Classification can be classified based on relative costs (materials and Spares (Material and Parts), Capital goods (Capital Items), business services and supplies (Supplies and Business Services)) it according to the (Kotler & Keller, 2009:5-8).

Here the sellers faced the possibility of differentiation, including shapes, features, customization (customization), quality of performance, the quality of suitability, durability, reliability, ease of repair, and style. Kotler & Keller (2009:8-10).

1. The feature is part of products offered by varying features (feature) that supplement the basic function of the product. Companies can identify and select the right new features with the desires and needs of consumers and then calculate the comparative value of the patrons at the company for every potential feature.
2. Quality of performance is part of the product which is set at one of three levels of performance: low-average, high, or superior. Quality of performance (performance quality) is the level where the main characteristics of the product to operate. Quality is becoming an increasingly important dimension for differentiation when the company implemented a model value and provide higher quality with lower money.
3. Quality of conformity, the buyer usually expects a product has quality conformance (conformance quality) is high, that is the level where all units produced identical and meet the specifications promised.
4. Endurance, by the size of the age operating under regular product expectations or full pressure, is a valuable attribute for certain products. consumers will pay more for a product that has an awesome reputation because it is durable.
5. Reliability, usually the buyer usually pays will pay more for products that are more reliable. Reliability is a measure of the probability that the product will not malfunction or fail within a certain time period.
6. Ease of repair, is a measure of the ease of repair of the product when the product does not work or fail. Ease the ideal improvement occurs if users can repair their own products at less cost.
7. Style, describes the appearance and taste of the product to the buyer. The style is excess in creating differences that are difficult to emulate. On the downside, the strong style doesn't always mean high performance.
8. Design when the competition is getting stronger, the design offers a potential way to differentiate as well as the positioning of products and services of the company.

Promotion

Michael Ray (Morissan, 2010:16) defines 'promotion as the coordination of the whole effort that began the seller to establish multiple channels of information and persuasion to sell goods and services or introduce an idea'. Then 'Promotion is the element in the marketing mix of the company harnessed to inform, persuade and remind about the company's products ' according to Stanto et al. (in Sunyoto, 2016:157). Further opinion on the definition of promotion that is described. McDaniel et al., (2011) Promotion was an attempt to influence consumers where it explained also on according to Kinnear and Kenneth (1990) the promotion is as a mechanism for marketing communications, exchange of information between buyers and sellers in books (Setiyaningrum et al, 2015:223). as already described as the (2008:133) explain promotion is a communication from the seller and the buyer that comes from the right information with the aim to change the attitude and behavior of the buyer, who previously did not know so that it becomes buying and keeping in mind the product.

In promotional activities (online casino games 2014:44) holds several goals and functions should be included in the promotion are: to inform, persuade, and remind. In the activity of promoting a product there are several options the right promotion mix types used the manufacturer so that the purpose and function of the promotion are achieved so that consumer right in deciding the purchase. Promotional mix is a combination of five components the promotion includes advertising, personal selling, sales promotion, public relations, and publications (Setiyaningrum et al 2015:232-234).

Social Factors

Kotler (2008:27) describes ' consumer behavior can be influenced by social factors, social factors as well as include a reference, family as well as the role and social status Similarly, according to (Kertamukti, 2015:37) that ' social factors can affect consumer behavior such as the group reference, family, social status and role '. More ' Social Factors are factors that can affect consumer behavior as the reference group (reference group), family, as well as the role and social status ' opinion (Abdullah & Voila, 2013 PG. 115). In consumer behavior that explains that the purchasing decisions can be influenced by social

factors according to (Abdullah & Voila, 2013:115-118) are included in social factors like: the reference group, the family, its role and status.

Positioning

Lupiyoadi & Hamdani (2008, PG. 58), describes a ' Positioning is the concept of psychology related to how existing consumer or prospective consumer can receive these companies and their products as compared with other companies '. Then ' positioned itself (positioning) is the way a product is defined by consumers based on attribute-attribut importance or where the product is placed in the minds of consumers than competitors ' products ' opinion (Setiyaningrum et al 2015 p. 71). then ' Positioning (positioning) in the context of marketing (especially STP) is the way the product, brand, or organization are perceived on a relative basis compared with competitors ' by current customers or prospective customers ' (PG. 87 Tjiptono, 2014). Further definition of the positioning that is described. Tjiptono & Chandra (2012, PG. 158) positioning is the Act of designing the quote and image in order to achieve a special and unique place in the minds of consumers such that the goals are perceived more superior compared to competitors. In lekaukan positioning Tjiptono & Chandra (2012, pp. 158-161) outline the positioning, implementation consists of three main steps are closely interrelated: Choose Concept Positioning, Designing dimensions or features that are most effective in communicate the position, a position can be communicated with a brand name, slogan, or other product features of appearance, where the product sales, employee appearance, and other ways, the Coordinate components of the marketing mix for conveying the message consistently, although one or two dimensions/attributes is the main position of the communicators, all elements of the marketing mix (product, price, distribution, and promotion) should support the expected position.

Perception

Schiffman and Kanuk (2008, PG. 136) ' Perception is defined as the process by which the individual performed to select, organize, and interpret stimuli into images that are meaningful and sensible about the world '. Then opinion (Kertamukti, 2015 pp. 21) ' perception is a process by which one selects, organizes, and interpretes

stimuli into an image of the world meaning and thoroughly '. Continuing with the definition of perception according to the other. Mowen in Sumarwan (2011, PG. 96) defines ' perception as a process by which individuals get information, paying attention to such information, and understand it '. The factors that make different perceptions on each the same facilities due to differences in our brains that is limited, so it is impossible all cached stimuli (Kertmukti 2015 PG. 22) mentions the perception is influenced by factors personal and stimulus. The perception of the consumers of a product can be through five stages of information processing Engel, Blackwell and Miniard (Sumarwan, 2011 PG. 95-108) mention the following: Exposure, attention, understanding, acceptance, and the retention of the fifth stage of the process of information processing.

METHOD

Population and Samples

The Community Foundation of the population in this research is based on the number of community Neighborhood Pondok Ranji 25,282 as much soul. The techniques used in the determination of the sample of this research was nonprobability this Study uses a sampling of the types of Incidental Sampling. The sample size used research is 75 respondents to the method PLS and 75 respondents for the MDS method on the community Neighborhood Pondok Ranji.

Data Analysis Techniques

Partial Least Square (PLS).

Ghozali (2014, PG. 30) describes the Partial Least Square is a factor analysis of the powerful methods of indeterminacy by because it does not assume the data is to be with a certain scale of measurement, the number of small samples. PLS can also be used to confirm the theory.

Multidimensional Scaling.

Yamin & Kurniawan (2009, PG. 206) scalling multidimensional statistical tool is used to transform the perception of respondents will be the level of desire or the similarity between a product (items) in a map of perception in which the products that have the same resemblance to each other will be in the dimension range.

RESULT AND DISCUSSION

<i>Average Variance Extracted (AVE)</i>	
	<i>Average Variance Extracted (AVE)</i>
Product Factor	0,583
Promotion Factor	0,636
Social Factors	0,568
Purchasing Decisions	0,562

The table above shows values above 0.50 AVE for all invalid constructs in the model of research. Then it can be inferred that the invalid constructs the factor product, promotion, social factors, and purchasing decisions are valid.

<i>Cronbach's Alpha</i>	
	<i>Cronbach's Alpha</i>
Product Factor	0,948
Promotion Factor	0,905
Social Factors	0,840
Purchasing Decisions	0,870

The value of 0.8-1 above and in the table above shows that the value of the Cronbach's Alpha for all contracts is a high Reliability. Cronbach's Alpha value that is lowest on the social factors of 0.840. This indicates that all variables have good reliability against each invalid constructs.

<i>R Square dan R Square Adjusted</i>	
	<i>R Square</i>
Purchasing Decisions	0,511

Based on the table above, it can be noted that the magnitude of the R Square (R2) is the purchasing decisions of 0.511 thus showed the influence between product factors, social factors and promotional factors of purchase of 51% and the rest amounted to 49% are influenced by other factors.

Note $t_{tabel} = 1.994$ obtained from the formula of $df = N-K$ or $df = 75-4 = 71$, then connected with the degree of trust is 5% or 0.05.

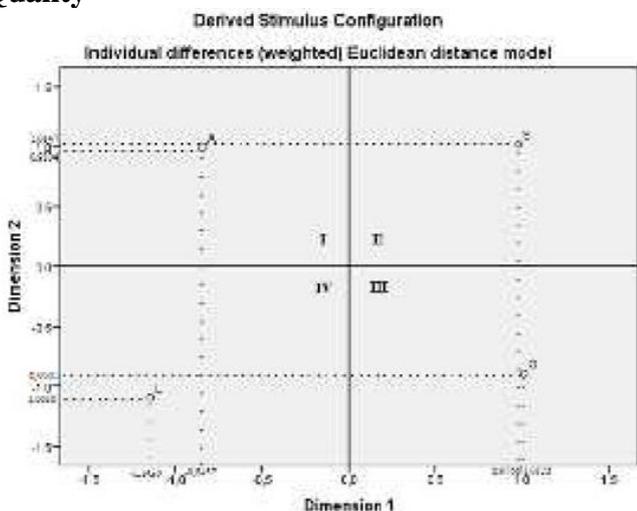
<i>t-Statistic</i>			
	<i>Original Sample (O)</i>	<i>T Statistics ((O/STDEV))</i>	<i>P Values</i>
Product Factor - > Purchasing	0,140	0,709	0,479

Decisions			
Promotion Factor -> Purchasing Decisions	0,526	3,039	0,002
Social Factors -> Purchasing Decisions	0,078	0,535	0,593

The variable factors of the product against the purchasing decision showed the value of 0.709 $t_{hitung} < t_{tabel}$ 1.994 and Significant value of 0.479 > 0.05 indicates that the title of the product is not significant effect against the purchasing decision. The results section is where the findings of the study based upon the methodology are reported. The results section should state the findings of the research arranged in a logical sequence without bias or interpretation. A section describing results is particularly necessary if the paper includes data generated from the current research.

Further test results on variable factors in the promotion of the purchase shows the value of 3.039 $t_{hitung} > t_{tabel}$ 1.994 and Significant value of 0.002 on this indicates that the 0.05 $<$ factors significantly influential against promotion decisions purchase. Then the test results on variable factors against purchasing decision indicates the value t_{hitung} 0.535 $<$ t_{tabel} 1.994 and Significant value of 0.593 > 0.05 indicates that social factors are not significant effect against purchasing decisions.

The Results of Positioning Based On Product Quality

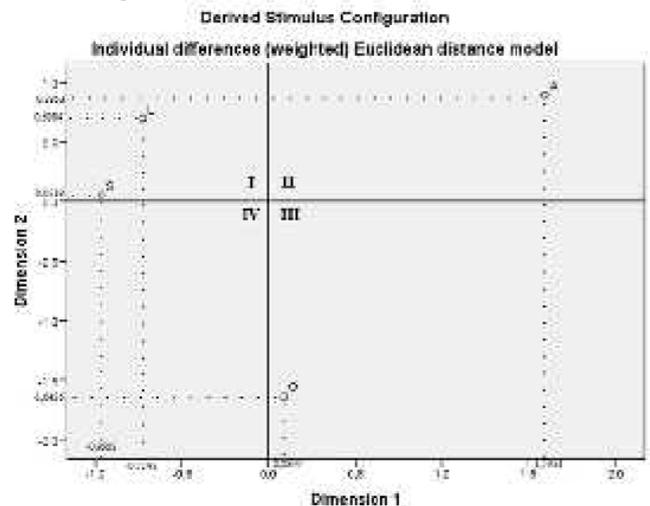


1. Asus smartphone is located in quadrant I with dimensions 1 (-0.8457) and dimension 2 (0.9804). This means that Asus Smartphone is

perceived by consumers to have a similarity based on product quality with other smartphones, namely Oppo, Lenovo, and Smartfren because it is located relatively far apart.

2. Smartfren smartphones are located in quadrant II with dimensions 1 (0.9766) and dimensions 2 (1.0147). That is, Smartfren smartphones are perceived by consumers to have a similarity based on the quality of products with other Smartphones, Asus, Oppo, and Lenovo because they are relatively far apart.
3. Oppo smartphone is located in quadrant III with dimension values 1 (1.0122) and dimension 2 (-0.9001). That is, Oppo smartphones are perceived by consumers to have a similarity based on the quality of products with other Smartphones, Asus, Lenovo, and Smartfren because they are relatively far apart.
4. Lenovo smartphones are located in quadrant IV with dimensions 1 (-1,1430) and dimensions 2 (-1,0950). That is, Lenovo smartphones are perceived by consumers to have a similarity based on the quality of products with other Smartphones, Asus, Oppo, and Lenovo because they are relatively far apart.

The Results of Positioning Based On Product Durability

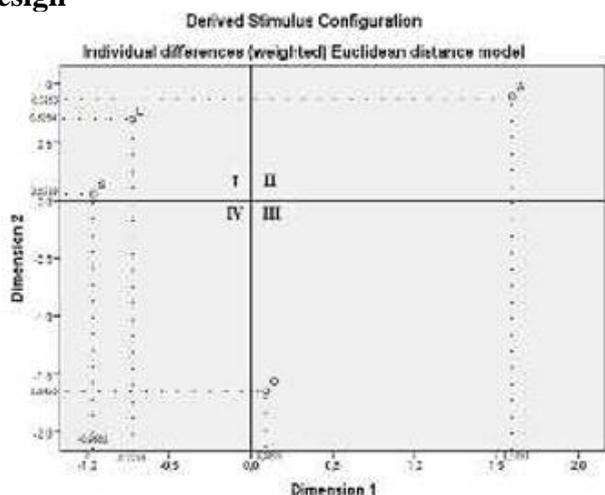


1. Lenovo smartphones are located in quadrant I with dimensions 1 (-0.7245) and dimensions 2 (0.6984). That is, Lenovo smartphones are perceived by consumers to have similarities based on product durability with Smartfren Smartphones because they are relatively close together in one quadrant.

2. Smartfren smartphone is located in quadrant I with dimension values 1 (-, 9605) and dimension 2 (0.0519). That is, Smartfren smartphones in consumer perceptions have similarities based on product durability with Lenovo Smartphones because it is relatively close together in one quadrant.
3. Asus smartphone is located in quadrant II with a value of dimension 1 (1.5951) and dimension 2 (0.8953). This means that Asus smartphones are perceived by consumers to have a similarity based on product durability with competing smartphones, Oppo, Lenovo, and Smartfren.
4. Oppo smartphone is located in quadrant III with dimensions 1 (0.0899) and dimensions 2 (1.6456). That is, Oppo smartphones are perceived by consumers to have a similarity based on product durability with competing smartphones, namely Asus, Lenovo, and Smartfren.

3. Smartfren smartphone is located in quadrant III with dimensions 1 (0.9843) and dimension 2 (-0.4169). That is, Smartfren smartphones perceived by consumers have a similarity based on product design with other smartphones namely Asus, Oppo, and Lenovo because it is located relatively far apart.
4. Asus smartphone is located in quadrant IV with dimensions 1 (-0.8245) and dimension 2 (-1.4459). That is, the Asus Smartphone is perceived by consumers to have a similarity based on product design with other smartphones namely Oppo, Lenovo, and Smartfren because it is relatively far apart.

The Results of Positioning Based On Product Design



1. The Lenovo smartphone is located in quadrant I with dimensions 1 (-1.1612) and dimension 2 (0.9468). Lenovo smartphones are perceived by consumers to have a similarity based on product design with other smartphones, Asus, Oppo, and smartfren because they are relatively far apart.
2. Oppo smartphone is located in quadrant II with dimensions 1 (1.0015) and dimension 2 (0.9160). That is, the Oppo smartphone is perceived by consumers to have a similarity based on product design with other smartphones, namely Asus, Lenovo, and Smartfren because it is relatively far apart.

Discussion Based on The Results of The Partial Least Square Method

1. The influence of Factors of the product against the purchasing decisions
The variable factors of the product (X1) influential are not significant to purchasing decisions. This is indicated by the value of the Original Sample t-test and 0.140 statistics results of 0.709 $t_{hitung} < t_{tabel}$ 1.994 then significant value 0.479 $>$ 0.05 factor influential products are not significant to purchasing decisions. This means that in the product factor indicators less can be felt in consumer purchasing decisions do Smartphone Asus. The hypothesis that has been made previously were rejected. Not in line with the results of the research according to Rayna, d. and Lili, A (2015) and the Knights of Cybernet (2015) stated that the variable Products have a significant influence on purchasing decisions.
2. The influence of factors in the promotion Of the purchase
The variable factors of the promotion (X 2) effect significantly to purchasing decisions. This is indicated by the value of the Original Sample t-test and 0.526 statistics provide value $t_{hitung} >$ t_{tabel} 1.994 3.039 then significant value of 0.002 on this indicates that the 0.05 $<$ factor promotion effect significantly to purchasing decisions. This means that in this case, the promotional factor

has a value indicator is higher than other indicators in the variable factors i.e. promotion of 0.865 other indicators as well as on the promotion of the consumer can be felt in doing Asus Smartphone purchase decision. So the hypothesis that has been created previously accepted. Then in line with the results of the research according to Rayna, d. and Lili, A (2015) and the Knights of Cybernet (2015), stated that the promotional variables had a significant influence on purchasing decisions.

3. The influence of Social Factors Towards purchasing decisions

The social factor variables (X 3) influential are not significant to purchasing decisions. It is in the show with the Original value of Sample t-test and 0.078 statistics provide value $0.535 < t_{table} 1.994$ then value the significance of $0.593 > 0.05$ indicates that social factors are not significant effect against purchasing decisions. This means that in this case a factor of social indicators can be felt less consumer purchasing decisions in conducting Smartphone Asus. So the hypothesis that has been built previously was denied. It is not in line with the results of the research according to Sethi and Chawla (2014) and Cindy Liffie (2013), stating that the variable of social factors had a significant influence towards purchasing decisions.

smartphone Asus and the hypothesis is rejected.

2. The results of this research prove that Promotional Factor variables are significant to influence purchase decisions smartphone Asus and the hypothesis is accepted.
3. The results of the study prove that Social Factors have influence variables are not significant to Asus smartphone purchase decision and the hypothesis is rejected.

Summary Based on the Results of Multidimensional Scaling

1. On the basis of product quality. It can be concluded that the smartphone the Asus has a superior position among its competitors namely Oppo smartphone, Lenovo and Smart Telecom and shows dissimilarities into because they are mutually far apart.
2. On the basis of Product Durability. It can be concluded that the smartphone the Asus has a less superior position among its competitors namely Oppo smartphone, Lenovo and Smart Telecom and shows dissimilarities into because they are mutually far apart.
3. On the basis of product design. It can be concluded that the smartphone the Asus has a very superior no position among its competitors namely Oppo smartphone, Lenovo and Smart Telecom and shows dissimilarities into because they are mutually far apart.

The Results of the Methods of Multidimensional Scaling

Indikator	Position Of Smartphone			
	Asus	Oppo	Lenovo	Smartfren
Kualitas Produk	Unggul	Tidak Unggul	Sangat Tidak Unggul	Kurang Unggul
Daya tahan Produk	Kurang Unggul	Tidak Unggul	Unggul	Unggul
Desain Produk	Sangat Tidak Unggul	Kurang Unggul	Unggul	Tidak Unggul

CONCLUSION

Summary Based on The Results of Partial Least Square

1. The results of this research prove that the variable factors of the product are not significant to influence purchase decisions

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