

ABSTRACT

Communication tools at this time into the needs that can not be controlled from the daily life of the community. Smartphones are a popular means of communication today. Communities can communicate between islands and even continents with smartphones. One of them is a Samsung company from South Korea that produces smartphones.

In August 2016 Samsung launched a product that is claimed as the most advanced smartphone. Samsung Galaxy Note 7. But not yet even a month launched the smartphone, many Samsung Galaxy Note 7 that exploded while charging.

After the incident, Samsung sales are still the highest in Indonesia, even in the world. Because of this background, researchers want to know the effect of marketing mix on post-purchase decisions on Samsung smartphone products. The independent variable in this research is marketing mix consisting of product, price, place, promotion and person. Dependent variable in this research is post purchase decision.

The method used in this study is a quantitative method with the distribution of questionnaires as much as 385 for Samsung smartphone users in Indonesia. Questionnaires are distributed online and offline. An online questionnaire is distributed via facebook, line, and whatsapp. Data analysis in this research using descriptive analysis with multiple linear regression test.

The results of this study indicate the effect of marketing mix to post-purchase decisions on Samsung smartphone products by 31.9% residual aid of 68.1% by other variables not examined in this study.

Keywords: Marketing Mix, Product, Price, Place, Promotion, People, Post-Purchase Behavior, Samsung Smartphone