ABSTRACT

The development of technology marked by the high demand for information needed by the community as one way to add new knowledge. People with high mobility need access to information very quickly and accurately at a time using a smartphone. Samsung is currently known as the largest Android mobile phone manufacturer in the world is quite popular in Indonesia, should divide the market into small segments.This study aims to find out how the form of market segmentation of Samsung Android users in Indonesi.Methods of data collection was done by distributing questionnaires to 400 samples through social media to Samsung Android users in Indonesia. From the questionnaire obtained a valid result. Data processing is done by using SPSS 20.The results of this study indicate that there are three consumer segments. Cluster 1 focuses on technological compatibility and connectivity, social desirability and impermeessiveness, price attractiveness and payment conditions and image and trendiness. Cluster 2 focuses on physical features, expertise and service quality, functionality and design, and safety an duration. And cluster 3 focuses on practically and durability.

**Keywords:*cluster analysis, market segmentation, Samsung Android*