

***Analysis of Factors Affecting Consumer Behavior in Purchasing Samsung
Cellular Phones Based on Android in Indonesia
(Empirical Study of Consumers Who Use Samsung Cellular Phones Based on
Android in Indonesia)***

ABSTRACT

This study aims to determine how much influence the cultural factors, social factors, personal factors, and psychological factors on consumer purchase decisions of Samsung Android-based cellular phones in Indonesia, as well as which factor is the most dominant in influencing the purchasing decisions of Samsung Android-based cellular phone consumers in Indonesia . The factors tested in this study are cultural factors, social factors, personal factors, and psychological factors as independent variables, while purchasing decisions are dependent variables.

The research method used in this study is descriptive and verification methods. The population in this study are consumers who use Android-based Samsung mobile phones in Indonesia. The sample determination technique used in this study is nonprobability sampling technique with purposive sampling technique, while the number of samples in this study amounted to 400 consumers who use Android-based Samsung mobile phones in Indonesia. In addition, the analysis method used in this study is multiple linear regression analysis at a significance level of 5%. The program used in analyzing data using Statistical Package for Social Sciences (SPSS) Ver19.00.

Based on the results of the study partially and simultaneously showed that cultural factors, social factors, personal factors, and psychological factors influence the purchasing decisions of Samsung's Android-based cellular phone consumers in Indonesia. The magnitude of the influence of cultural factors, social factors, personal factors, and psychological factors in contributing influence on purchasing decisions is 75.1%. In addition, the results of the study also showed that psychological factors were the most dominant factor in influencing the purchasing decisions of Samsung's Android-based cellular phone consumers in Indonesia, which amounted to 36.6%.

Keywords: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, and Purchasing Decisions.