

ABSTRACT

Smartphones are the most widely used communication tool today. In addition to being used for communication media, smartphones are also used as a means of entertainment, education, and other supports that facilitate human life. Therefore, many smartphone brands are starting to compete in marketing their products in the market, one of which is Samsung. Samsung is a technology company that sells smartphones. Samsung is one of the brands that has successfully dominated the smartphone market in Indonesia. According to data sourced from statcounter.com in 2020, Samsung occupies the first position in the calculation of market share in Indonesia with a percentage of 24.44%. This can be achieved by the Samsung brand image that Samsung maintains in their products and accompanied by the Sales Volume of smartphones which always occupy the first position in Indonesia.

Therefore, the author wants to do a research between brand image and sales volume with a case study of Samsung smartphones in Indonesia. Where I as a researcher assume that there is a correspondence relationship between brand image and Sales Volume.

The type of research used is quantitative by distributing questionnaire surveys and taking field data. The questionnaire survey was used to perform the prerequisites for testing the validity of the data. A correspondence test is then carried out to find the correspondence relationship contained in the data used. used.

Keywords—Smartphone, Google Trends, Brand Image, Penjualan, Uji Keabsahan Data, Uji Korespondensi