

The Influence of Promotion and Brand Image on the Purchase Decision of Samsung Handphone Goods at Universitas Efarina Pematang Siantar

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ABSTRACT

Study this aim for know influence promotion , Brand Image, against decision sale Samsung mobile phones throughout student user Samsung cell phone at efarina university embankment siantar . Population in study This is whole student Samsung cellphone users at Efarina University embankment cyantar with sample inside study This were 34 respondents . Retrieval technique sample is technique nonprobabilities sampling that is incidental sampling. Data collection techniques used is questionnaire. Method data analysis using technique analysis multiple linear regression, test assumption classic, test hypothesis F, test hypothesis T, coefficient determination. Research results show that, promotion, brand image, against decision purchase Samsung mobile goods. Promotion, Brand Image in a manner Partial influential positive to decision purchase Samsung mobile goods.

Keywords: Promotion, Brand Image, Purchase Decision

INTRODUCTION

Current communication tool this is something very important needs society. In modern times like Now This Lots very type tool communication, for example telephone home, smartphone, or through the internet. Smartphones are not is luxury goods for society at the time this, because almost all public have a smartphone. Society more interested and more Lots use a smartphone instead of a tool communication other, because easy brought and got used any time when user need it.

Even with he advanced knowledge technology at the time this smartphone is not only can used for call and send message short, however can used For chat open an e-mail, or communication other via the internet. With small , easy brought and owned complete application then the smartphone is one right choice . at the moment This request public towards smartphones increasingly increase, p This is opportunity for smartphone manufacturers for create innovations new in manufacture of mobile phones produced one respected smartphone manufacturer moment This is Samsung.

Because, that stimulation from the company really needs it Because is one factor important that can influence taking decision purchase of smartphones. As company that owns competitor great business, every company must design the right strategy To use win decision purchase. The more increasing Smartphone users make Mobile companies are competing emit the product For make consumers interested buy product they with give differentiation to product them.

Formulation of the problem

Based on background behind problem above so formula problem in study this are :

1. is promotion influence decision buying a Samsung phone?
2. Does brand image affect decision buying a Samsung phone?
3. is promotion, brand image, against decision purchase Samsung cell phone goods ?

Promotion

Promotion is one variable in mix very important marketing implemented by the company in promote product . Activity promotion No just function as tool communication between companies and consumers , but also as tool For affect consumer in activity purchase or use product in accordance with his needs and desires.

Brand Image

Brand image is form sign pictures, names, words , letters, numbers, arrangement color, or combination from elements

those who have Power difference and use in activity trading goods or services (Sunyoto , 2012). Equity brand is mark plus or assigned to products and services. Equity brand based on perspective consumer is introduction consumer on brand it and save it in memory a supportive, strong, and unique brand.

Purchase Decision

According to Schiffman and Kanuk (2014) decisions purchase defined as A choice of two years more alternative choice. According to Tjiptono (2012) decision purchase is a process where consumer know the problem, looking for information about product or brand specified and evaluated in a manner either alternative can solve the problem, which then lead to decision purchase. From understanding the can concluded decision purchase is a taking process initial decision with introduction problem Then evaluate it and decide the most suitable product with need.

METHOD

Study This conducted at Universitas Efarina Pematang Siantar. Subject study This is student Samsung cellphone users at Universitas Efarina Pematang Siantar. Object study in study This is all possible variables measured and will be examined namely, promotion of brand image to decision Samsung phone buyers. Population is combined from whole formed elements events, p or people who have similar characteristics that become center attention a researcher Because That looked at as A universe research . And amount population in study this is 50 population. Sample is part from the number and characteristics possessed by the population (Sugiyono , 2012). As for the sample used in study This were 34 respondents.

RESEARCH RESULTS AND DISCUSSION

Based on results data processing for variable Motivation (X1) is obtained t value count of $0.425 > 0.05$ then H_0 is accepted It means promotion no influential positive to decision purchase. Brand Image variable (X2) is obtained t value count of $0.030 < 0.05$ then H_0 is rejected meaning that brand image is influential positive to decision purchase.

CONCLUSION

Based on research that has done so can taken conclusions on testing Promotion, Brand Image, Purchase Decision on Samsung mobile phones at Universitas Efarina.

1. There is influence Promotion to decision purchase goods. The more increase promotion sales of Samsung mobile phones then the more good decision purchase of the Samsung mobile phone
2. There is an influence of Brand Image on decision purchase. The more Samsung Mobile Brand Image increases, then the more tall decision purchase of the Samsung mobile phone.
3. There is influence Promotion and Brand Image of decision purchase. The more tall Promotion and Brand Image, then the more Good decision purchase of the Samsung mobile phone.

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