MARKETING STRATEGY PRIORITY TO SAMSUNG SMARTPHONE PURCHASE DECISIONS USING THE AHP METHOD AT THE SAMSUNG STORE SUKABUMI CITY

THESIS

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THESIS

Submitted to Fulfill One of the Requirements for Attaining a Bachelor's Degree in Management.

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"I declare and consider that this thesis is my own work except for excerpts and summaries, each of which I have explained the source of. If in the future there is another party who claims that this thesis is his work, accompanied by sufficient evidence, then I am willing to have my Bachelor of Management degree canceled along with all the rights and obligations attached to that degree".

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ABSRACT

Technological developments in the telecommunications sector have made daily human activities easier and increased people's dependence on devices such as smartphones. Smartphones allow users to run applications, surf the internet, and have quick access to information. Over the past decade, Samsung has dominated the smartphone market through technological innovation, flexibility and modern design. Samsung smartphone purchasing decisions are influenced by various factors including consumer mindset, culture, social, personal and psychological. The purpose of this research is to find out which marketing strategies should be prioritized in determining Samsung smartphone purchasing decisions. The method used is the Analytic Hierarchy Process (AHP) method with the help of the Expert Choice software program. Research respondents consisted of Samsung employees, academics and consumers. The results of this research show that the factors in purchasing decisions that are the main priority are product quality factors with a weight of 52.6%, after sales service 27.7%, and promotions 19.7%.

Keywords: Smartphone, Decision Making and Expert Choice

ABSTRAK

Perkembangan teknologi di bidang telekomunikasi, telah mempermudah aktivitas manusia sehari-hari dan meningkatkan ketergantungan masyarakat terhadap perangkat seperti smartphone. Smartphone memungkinkan pengguna untuk menjalankan aplikasi, menjelajahi internet, dan memiliki akses cepat terhadap informasi. Selama satu dekade terakhir, Samsung telah mendominasi pasar smartphone melalui inovasi teknologi, fleksibilitas, dan desain modern. Keputusan pembelian smartphone Samsung dipengaruhi oleh berbagai faktor termasuk pola pikir, budaya, sosial, pribadi, dan psikologis konsumen. Tujuan dari penelitian ini adalah untuk mengetahui strategi pemasaran yang seharusnya diprioritaskan dalam menentukan keputusan pembelian smartphone Samsung. Metode yang digunakan adalah metode Analytic Hierarchy Process (AHP) dengan bantuan software program Expert Choice. Responden penelitian terdiri dari karyawan Samsung, akademisi dan konsumen. Hasil dari peneletian ini menunjukan faktor pada keputusan pembelian yang menjadi prioritas utama adalah faktor kualitas produk dengan bobot 52,6%, after sales service 27,7%, dan promo 19,7%.

Kata kunci : **Smartphone*, Keputusan Pembelian dan Expert Choice***

DEDICATION SHEET

This thesis is dedicated to my mother, Heni, my father, Ayi Supendi, and my beloved extended family who have always motivated and prayed for me to become a better person. Thank you for providing everything, both morally and materially. I am also grateful to my extended family who have always prayed for me and assisted me in every way. I hope that one day I can repay all that you have given.

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FOREWORD

We offer our thanks to the presence of Allah SWT, thanks to His mercy and grace, the author was finally able to complete the thesis entitled" Marketing Strategy Priority to Samsung Smartphone Purchase Decisions Using The AHP Method at The Samsung Store Sukabumi City".

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The author realizes that this thesis still has many shortcomings because limitations and experience of the author. For that, writer expect constructive and supportive criticism and suggestions perfect this thesis.

Sukabumi, July 26, 2024

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CHAPTER I

INTRODUCTION

1.1 Background

The continuous advancement of technology across various fields has significantly facilitated daily human activities. Society's reliance on telecommunications technology, particularly mobile phones, has become increasingly inevitable (Normah et al., 2021). The evolution of mobile phones began with the first generation in 1973 in New York with the Motorola DynaTAC, weighing about 1kg and featuring very limited specifications. The second generation introduced GSM technology, transitioning analog cellular phones to digital communication. The third generation emerged around 2000, enabling users to access the internet. The fourth generation, introduced in 2010, brought faster internet technology, touch screens, and cameras. The fifth generation, introduced in 2020, introduced 5G technology, foldable screens, and satellite internet (Gramedia, n.d.).

Interconnected networking, abbreviated as the internet, is a network of computers and devices that are interconnected, enabling users worldwide to exchange data, communicate, access information, and utilize various social media platforms. The internet connects individuals from diverse backgrounds, geographical locations, and cultures. Thanks to the internet, people can communicate directly with others around the world, exchange information, share ideas, and learn. Today, technology has become a crucial tool supporting decision-making processes, providing solutions to problems individuals encounter during decision-making (Tuzzahrah et al., 2023).

Smartphones are distinct from conventional mobile phones in that they are not merely used for messaging and calls but also for running applications, browsing the internet, and their compact form facilitates portability. Owning a smartphone is considered a necessity due to its quick access to information via internet connectivity.

With technology continually advancing, various types of smartphones are available, each with its own strengths and weaknesses..

As consumers, we all aspire to acquire the best products. A discerning consumer can recognize the value inherent in a product, thereby maximizing its benefits. This principle applies equally to the selection of smartphones. With numerous smartphone brands available in the market today, each offering different features, specifications, and prices, this competition drives companies to enhance their products to better meet consumer expectations.

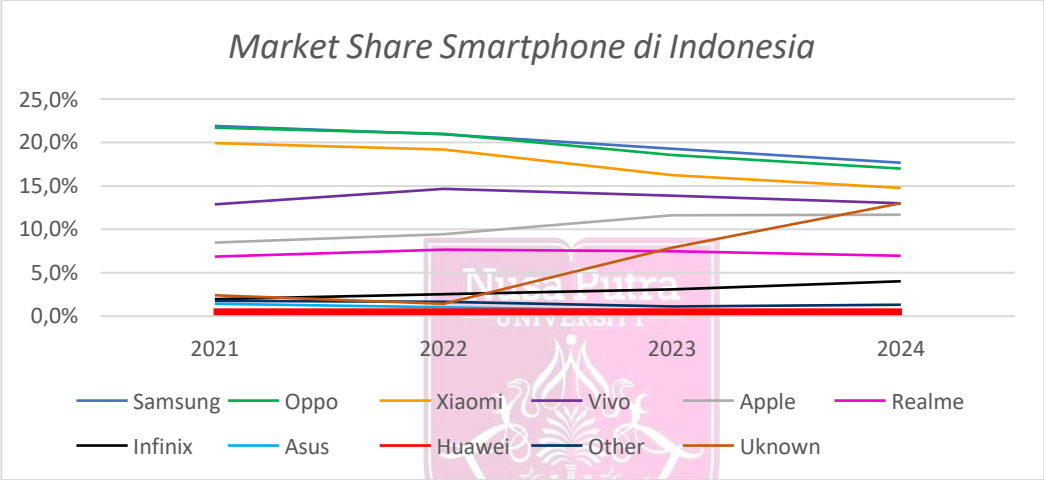

Figure 1. 1 Smartphone brands that dominate the Indonesian smartphone market in 2021-2024

Sumber : Statcounter (2024)

The above data shows that although Samsung remains the market leader with a significant market share, the company has experienced a decline from 21.9% in 2021 to 17.65% in 2024. This decline indicates that Samsung faces substantial challenges in maintaining its market share amid increasing competition. Therefore, an analysis of Samsung's marketing strategy is crucial to understand and address these challenges.

Sukabumi City is an interesting market to analyze in order to understand the factors influencing consumer purchasing decisions at Samsung Stores. This analysis can provide insights into the effectiveness of Samsung's marketing strategies. It is important to evaluate the various marketing strategies used and determine the priority strategies that most influence consumer purchasing decisions.

The decision-making process for purchasing Samsung smartphones is influenced by various factors. These factors demonstrate how a series of purchasing decisions occur. Consumer purchases of a product are influenced by an individual's mindset, cultural, social, personal, and psychological factors in receiving and processing information. Consumers play a crucial role in determining how the purchasing decision-making process unfolds. This process includes how consumers select goods or services to satisfy their needs and desires (Bawono et al., 2018).

This research will employ the Analytical Hierarchy Process (AHP) method, capable of decomposing complex and unstructured problems into a series of variables and arranging them into a hierarchical structure. This method quantifies the numeric value of each considered variable subjectively and analyzes these considerations to determine which variables have an impact on purchasing decisions. The AHP method excels in producing more consistent results (Normah et al., 2021). Based on these issues, the author is interested in conducting research on the priority of marketing strategies in the decision-making process for purchasing Samsung smartphones using the Analytical Hierarchy Process (AHP).

1.2 Formulation of The Problem

Based on the background that has been explained, what are the marketing strategy priorities in making purchasing decisions at the Samsung Store in Sukabumi City using the Analytical Hierarchy Process (AHP) method?

1.3 Scope of Problem

Based on the description above, several factors were found that could influence the decision to purchase a Samsung smartphone. Therefore, the researcher determined the boundaries of the problem in this research based on the hierarchy of interview results. This research is focused on identifying factors that are the main considerations in determining smartphone purchasing decisions, using the Analytical Hierarchy Process (AHP) method.

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1.4 Research Objectives

The purpose of this research is to find out which marketing strategies should be prioritized in determining Samsung smartphone purchasing decisions using the Analytical Hierarchy Process (AHP) method.

1.5 Benefits The Research

With the achievement of the research objectives that have been set, it is hoped that this study can provide benefits both directly and indirectly. Some of the expected benefits from this research include:

1) Theoretical Benefits
    a) This research is expected to contribute to the development and understanding of management, particularly in the context of marketing management.

b) It serves as a reference source for other researchers who wish to conduct similar studies.

2) Practical Benefits

a) This research can assist companies in allocating their marketing resources efficiently and effectively to increase product sales.

1.6 Writing Systematics

The writing systematics of this research are divided into several sections, namel:

CHAPTER I : INTRODUCTION

Background, problem formulation, problem boundaries, research objectives, research benefits, and writing systematics.

CHAPTER II : LITERATURE REVIEW

Contains a literature review on the topic discussed in the scientific work, including theories and related research.

CHAPTER III : RESEARCH METHODOLOGY

Discusses the methods used in this research, including the types of data collected, data collection techniques, and data analysis performed.

CHAPTER IV : RESULTS AND DISCUSSION

Contains the results and discussion of the process and system data implementation.

CHAPTER V : CONCLUSION AND SUGGESTIONS

Contains a summary of the conclusions from the research results and suggestions for further research development.

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CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The results of the research on the Priority of Marketing Strategies on the Decision to Purchase Samsung Smartphones using the Analytical Hierarchy Process (AHP) method can be summarized as follows:

1) The factors influencing the decision to purchase Samsung smartphones in the city of Sukabumi, in order of priority, are first the product quality, followed by after-sales service, and promotional offers.
2) Durability is the primary sub-factor for product quality. For after-sales service, warranty is the main sub-factor. In promotions, discounts are the primary sub-factor.

5.2 Recommendations

Based on the research results and conclusions obtained, several recommendations can be provided as follows :

1) Future researchers should consider expanding the scope of the study by comparing marketing strategies between the Samsung smartphone brand and other brands. This step will provide a more detailed understanding of the factors influencing smartphone purchasing decisions.
2) It is advisable to consider other decision-making methods to support a more accurate decision-making process.

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