

ABSTRACT

Repurchase decision is influenced by several factors, among others are, marketing stimuli (marketing mix) environment stimuli, costumer characteristics, and costumer psychology. Previously, marketers were more interested instudying consumer response to marketing mix. This study investigated the influence of costumer psychology on repurchase decision. The independent variable of the research are motivation, perception, learning, and attitude (psychology). The dependent variable is the repurchase decision of smartphone Samsung with operating system android. Data were collected by distributing questionnaire to 100 smartphone Samsung users. Data analysis was performed using simple regression. The result showed that there is psychology variable has a significant influence on repurchase decision. Thus, marketers with limited budgets need to be emore selective in allocating their funds, wich is primarily should be intended to build and develop positive attitudes towards smartphone Samsung.

Keywords : *Consumer Psychology, motivation, perception, Learning, Atitude and Repurchase decision.*

DAFTAR ISI

	Halaman
HALAMAN JUDUL	i
HALAMAN PENGESAHAN	ii
SURAT PERNYATAAN KEASLIAN SKRIPSI	iii
KATA PENGANTAR	iv
<i>ABSTRACT</i>	vi
DAFTAR ISI	vii
DAFTAR GAMBAR	xi
DAFTAR TABEL	xii
DAFTAR LAMPIRAN	xiii
 BAB I PENDAHULUAN	 1
1.1 Lata	
r Belakang	1
1.2 Rum	
usan Masalah	8
1.3 Tuju	
an Penelitian.....	8
1.4 Man	
faat Penelitian	8
 BAB II TINJAUAN LITERATUR DAN PENGEMBANGAN HIPOTESIS	
.....	10

2.1	Pem
asaran	10
2.2	Strat
egi Pemasaran	10
2.3	Peril
aku Konsumen	11
2.4	Fakt
or-Faktor yang Mempengaruhi Keputusan Pembelian	13
2.5	Peril
aku Pembelian	17
2.6	Pen
gambilan Keputusan Pembelian	18
2.7	Pros
es Terjadinya Keputusan Pembelian	18
2.8	Hub
ungan Psikologis Konsumen dengan Keputusan Pembelian	24
2.9	Mod
el Penelitian	25
2.10 Kerangka	Pemikiran
.....	26
2.11 Hipotesis	
.....	27
BAB III METODE PENELITIAN	28

3.1	Rua	
ng Lingkup Penelitian		28
3.2	Ran	
cangan Penelitian		28
3.3	Pop	
ulasi dan Sampel		29
3.4	Defi	
nisi Operasional		30
3.5	Data	
yang Digunakan		32
3.6	Instr	
umen Penelitian		32
3.7	Pen	
ujian Validitas		33
3.8	Pen	
ujian Reliabilitas		33
3.9	Tekn	
ik Pengumpulan Data		34
3.10	Teknik Analisis	
.....		34
3.11	Objek Penelitian	
.....		36
BAB IV ANALISIS DAN PEMBAHASAN		46

4.1	Kara	
kteristik Responden		46
4.2	Pem	
bahasan		57
BAB V KESIMPULAN DAN SARAN		62
5.1	Kesi	
mpulan		62
5.2	Sara	
n		63
DAFTAR PUSTAKA		64
LAMPIRAN		66
DAFTAR RIWAYAT HIDUP		77

DAFTAR GAMBAR

	Halaman
Gambar 1 Share of Operating System among Smartphone user	2
Gambar 2 Model Lima Tahap Proses Pembelian Konsumen	19
Gambar 3 Tahap Proses Pengambilan Keputusan Konsumen	23
Gambar 4 Karakteristik Yang Mempengaruhi Pembelian Konsumen	25
Gambar 5 Model Penelitian	25
Gambar 6 Kerangka Pemikiran	26
Gambar 7 Logo Samsung	37
Gambar 8 Logo Android	37
Gambar 9 Produk Samsung Android	38
Gambar 10 Samsung Galaxy I7500	39
Gambar 11 Samsung Galaxy S	40
Gambar 12 Samsung Galaxy S2 (I9100)	41
Gambar 13 Samsung Galaxy S3	42
Gambar 14 Samsung Galaxy S4	43

DAFTAR TABEL

	Halaman
Tabel I Definisi Operasional	30
Tabel II Karakteristik Responden	47
Tabel III KMO and Bartlett's Test	50
Tabel IV Rotated Component Matrix ^a	50
Tabel V Reliability Statistics	50
Tabel VI Reliability Statistics	50
Tabel VII Motivasi	51
Tabel VIII Persepsi	53
Tabel IX Pembelajaran	54
Tabel X Keyakinan dan Sikap	53
Tabel XI Keputusan Membeli	56
Tabel XII ANOVA ^a	58
Tabel XIII Hasil Uji Persamaan Regresi Sederhana	58
Tabel XIV Hasil Uji Signifikan	59
Tabel XVI Model Summary	60

DAFTAR LAMPIRAN

	Halaman
Lampiran A Kuesioner Riset	66
Lampiran B <i>Hasil Kuisisioner</i>	70
Lampiran C Hasil SPSS	74
Lampiran D Daftar Riwayat	76