Influence of Products Mix of Samsung Galaxy Mobile onConsumer loyalty in the UNPAD Student Community

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ABSTRACT---The product mix is one of the considerations that influence consumers in product selection. Based on these considerations, consumers have the nature of voters, because that company must be able to read consumer behavior to be able to get loyal consumers. For companies to be able to compete in business, these loyal consumers strengthen the company's position. This condition makes the author interested in researching the mix of products offered by Samsung Galaxy Mobile. Whether it has an influence on consumers, entitled "The Influence of Mixing Samsung Galaxy Mobile Products on Consumer loyalty to the UNPAD Student Community." This study processed 100 questionnaires from UNPAD students randomly. The method used in this study is descriptive. The research method describes the actual conditions that have been known through data collection, which is then analyzed so that ultimately, a conclusion is produced. The results showed that respondents' responses to the mix of Samsung Galaxy Mobile Products obtained an average value of 4.41 which stated very well. While respondents' responses to loyalty to Samsung Galaxy Mobile products are quite high, indicated by an average value of 4.07.

Keywords---ProductsMix, Loyalty Consumers.

I. Introduction

The times have made all aspects increase, including in the field of communication technology. With more and more tools emerging to be able to communicate quickly, making demands for technology increasingly sophisticated. One of them is the launch of Mobile . Today Mobile has become a necessity that must be fulfilled, wherever and wherever . Almost everyone has a cellphone. It feels like we are so difficult and it is impossible to be far from this one thing. (www.mietha.wordpress.com/page/2/). Various brands of mobile phones have been circulating in the world. Starting from developed countries to developing countries. In Indonesia in particular, this one technology has been known throughout the world, so that the demand for these objects increases every year . The variety of brands, types, and models of cellphones , gives many choices to users. However, the market leader is a mobile provider that has technological advantages and is able to provide product variations to various potential segments. Every cellphone is provided based on its product attributes, sometimes it is intended for certain social groups, with social status and type of work . (www.digilib.ubaya.ac.id)

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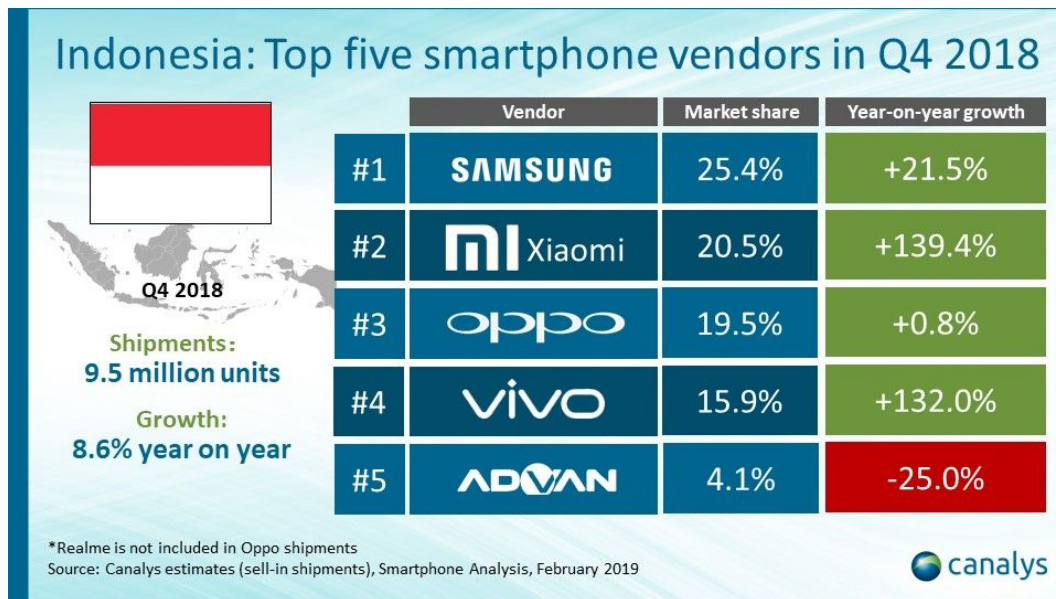
Sumber:Canalys

Figure 1: Top Five smartphone 2018

Based on data on table, the visible that sales volume on company Samsung Galaxy occupy position number one (pioneer) and at most in demand consumer because the product meet needs consumer with various attribute provided for consumer loyal so that will always do purchase, as well as can be loyal to Samsung Galaxy . this could see at 8 months this for 201-year 8 Samsung Galaxy so in demand, because has been give away something different in attribute Mobile appropriate with needs and development technology. By because that company should identify in a manner clear element which one influences to loyalty so that consumer permanent does purchase on Company Products Samsung Galaxy, so perusaha an able to occupy content post peak for time in the future. Very realized that attribute product will very take effect to loyalty consumers. With knowing importance attributes - attributes which one is expected by consumer and with knowing so far where attribute product set company could satisfy needs and desire consumer even at once could improve loyalty consumers.

Identification of problems

1. How do consumers respond to the attributes of Mobile products Which Samsung Galaxy is used?
2. What is the loyalty of existing customers to Mobile products Samsung Galaxy .
3. How much influence the product attributes affect the loyalty of mobile consumers Samsung Galaxy

II. LITERATURE REVIEW
Marketing Mix

Marketing mix is a combination of four core variables namely product, price, distribution, and promotion designed to achieve the company's marketing objectives so as to produce an effective marketing program.

Product

According to **Tjiptono (2006:104)** Product attributes / Products Mix include brand, packaging, labelling, guarantee, service.

Customer Loyalty

Loyalty formed from two component: Loyalty as behavior, i.e. purchase the consistent and loyalty as attitude that is attitude positive to something product or manufacturer (providerservices). Based on p that is could concluded that loyalty customer to product very related with attitude its positive customer to product that buys reset it in a manner consistent

Hypothesis testing"product mix has a significant relationship with consumer loyalty"

III. RESEARCH METHOD

For the purpose of collecting data both primary data and secondary data the authors do: :

1. *Field Research*

   2. *Library Research*

The author set total members of the sample used in research; this is 100 respondents. Because more and more full member samples will need high cost and too much need a long time. With research from in part consumer Mobile Samsung.

IV. RESEACH AND DISCUSSIOAN

Based on results from questionnaire then could know relationship attribute product Handphone Samsung Galaxy with loyalty consumers. For knowing how much strong relationship attribute product Mobile Samsung Galaxy with loyalty consumer, then do analysis quantitative.

Validity Test

The validity value of each item statement can be seen in the value of Corrected Item-Total Correlation for each item statement. Based on SPSS calculation data correlation coefficient (r) it is known that all items variable correlation X is greater than r table or 0.195, then the instrument is declared valid.

Table1:Validity test results regarding product attributes

Statement	R Count	R Tabel	Information
VAR00001	0.2930	0.195	VALID
VAR00002	0.2964	0.195	VALID
VAR00003	0.2675	0.195	VALID
VAR00004	0.2140	0.195	VALID
VAR00005	0.3875	0.195	VALID
VAR00006	0.3424	0.195	VALID

VAR00007	0.2483	0.195	VALID
VAR00008	0.4434	0.195	VALID
VAR00009	0.4081	0.195	VALID

Table2:Validity test results regarding loyalty

Statement	R Count	R Tabel	Information
VAR00001	0.3556	0.195	VALID
VAR00002	0.3988	0.195	VALID
VAR00003	0.4290	0.195	VALID
VAR00004	0.3432	0.195	VALID
VAR00005	0.2968	0.195	VALID

Reliability Test

In testing Reliability uses SPSS. The steps taken are the same as the steps to test validity. Because both outputs appear simultaneously. The reliability of a variable construct is said to be good if it has the value of Cronbach's Alpha> 0.60. The following are the results of reliability testing using the SPSS program.

Table3:Variabel X ReliabilityTest

Cronbach'sAlpha	Cronbach'sAlpha BasedOn StandarlizedItems	N of Items
0.6403	0.6452	9

From the results of calculations with SPSS the value is 0.6403, which means Cronbach's Alpha> 0.6. Thus, it can be said that all statement items for variable X can be said to be reliable.

Table 4:Variabel Y Reliability Test

Cronbach'sAlpha	Cronbach'sAlpha BasedonStandarlizedItems	N ofItems
0.6043	0.6126	9

From the results of calculations with the SPSS program it can be valued at 0.6043 which means Cronbach's Alpha> 0.60 so that all statement items for variable Y can be said to be reliable.

Rank Spearman correlation

To find out the strength or weakness and the direction of the relationship between Samsung Galaxy Mobile product attributes and consumer loyalty, statistical tests can be performed using Spearman Rank correlation. Calculations are carried out with the help of SPSS testing.

Table 5:Rank

Correlations

			X	Y	
Spearman's rh	X	Correlation Coeffi	1,000	.41⁹	'
		Sig. (1-tailed)	.	.012	
		N	100	10(	
	Y	Correlation Coeffi	,41⁹	1,000	
		Sig. (1-tailed)	,012	.	
		N	10(	10	

*. Correlation is significant at the 0.05 level (1-tailed).

Spearmancorrelati   on

Can be explained based on the above data obtained value Rs 0.419 shows a weak or low relationship between variables X and variable Y. According to Sugiyono (2004: 183), if the correlation number is above 0.5 indicates a correlation that is strong enough, moderate if the correlation value is below 0.5 means the relationship weak. Whereas the significance test, with a value of 0.012, shows that the data is significant, because if the significance value is below 0.05 or close to 0 then there is a significant relationship, whereas if the value is above 0.05, there is no significant relationship.Thus, the relationship of Samsung Galaxy Mobile product attributes with consumer loyalty has a weak or low relationship, meaning that the higher Samsung Galaxy Mobile product attributes, consumers will be willing to be loyal, even if in a small or small percentage. So that Samsung Galaxy Mobile product attributes are not a major consideration by consumers to be loyal. That means the consumer loyalty of Samsung Galaxy Mobile Phones is also influenced by other consideration factors, such as product prices, service quality, product brands, and so on.

Coefficient of Determination

To measure the magnitude of the influence of Samsung Galaxy Mobile product attributes on consumer loyalty, it uses coefficient determination with the following equation:

KoefisienDeterminasi (Kd) = Rs² x 100 %

$$= (0.419)^2 \times 100 \%$$

$$= 17.56 \%$$

Based on the above calculations, it can be seen that the product attributes of Samsung Galaxy Mobile affect consumer loyalty by 17.56%, while the remaining 82.44% is influenced by other variables which are not measured, including service quality, brand image and others.

Hypothesis testing

To find out whether the hypothesis is accepted or rejected, one right-hand test is carried out with the following hypothesis:

H0:Rs $\leq$ 0   shows that product attributes do not have a significant relationship with consumer loyalty.

H1:Rs $>$ 0   shows that product attributes have a significant relationship with consumer loyalty. Then from the results of t count compared to t table whose criteria are as follows:

- If t count $\leq$ t table, then H0 is rejected and H1 is accepted, there is no relationship between the attributes of Samsung Galaxy Mobile products and consumer loyalty.
- • If t count> t table, then H0 is accepted and H1 is rejected, there is a positive relationship between the attributes of Samsung Galaxy Mobile products and consumer loyalty.

From the calculation of the t-test statistics above, it turns out that t arithmetic 4,604 is greater than t table = 1,663. then H0 is rejected and H1 is accepted. This means there is a positive relationship between the attributes of Blacberry Mobile products and consumer loyalty.
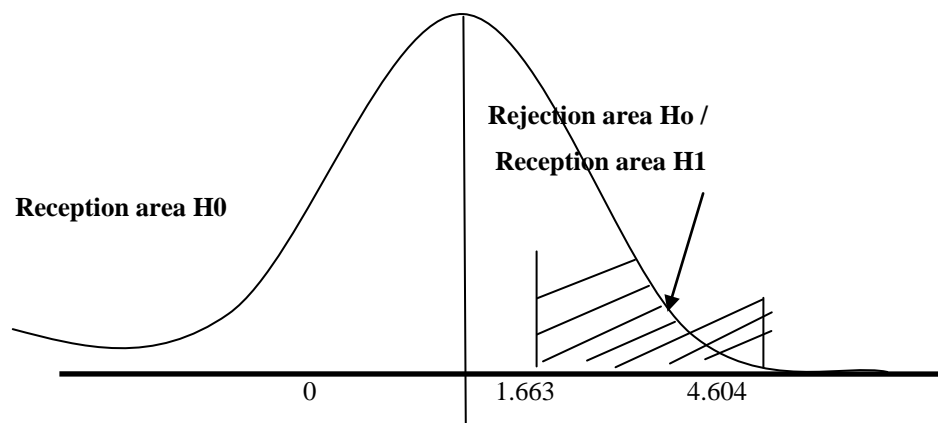

Figure 2. Significance Test of the Correlation Coefficient

Because t count 4,604> t table 1,663, so that t count is in the rejection area H0, then Ho is rejected and H1 is accepted, so there is a positive relationship between the two variables, namely between product attributes and

consumer loyalty. Thus, the hypothesis proposed by the author:**"The better product attributes offered by Samsung Galaxy Mobile and meet consumer expectations, it can increase consumer loyalty"."There is a positive relationship between the attributes of Samsung Galaxy Mobile products and consumer loyalty".**

V. Conclusion

Based on the results of research and discussion, the authors draw conclusions as follows:

1. Respondents' responses to Samsung Galaxy Mobile product attributes based on calculations obtained an average value of 4.41. this shows that Samsung Galaxy Mobile attributes can be said to be very good, because it is in the interval 4.21 - 5.00. for the highest value found in the statement "The appeal of Samsung Galaxy Mobile products is good" with a value of 4.51. while the lowest value is in the statement "the hospitality that Samsung Galaxy management has done to consumers is good" with a value of 4.18

2. Respondents to consumer loyalty Samsung Galaxy Mobile based on calculations obtained an average value of 4.07 which means that consumer loyalty Samsung Galaxy Mobile is quite high, because it is at intervals 3.40 - 4.19. For the highest value contained in the statement "I will notify the advantages of Samsung Galaxy Mobile products to others, with a value of 4.21. while the lowest value is stated in the statement "I will purchase other Samsung Galaxy Mobile products in the future" with a value of 3.95.

3. The relationship of product attributes with consumer loyalty Samsung Galaxy Mobile based on the calculation of the correlation test the value of Rs is 0.419 which indicates a weak or low relationship between product attribute variables with consumer loyalty. This explains that in Samsung Galaxy mobile products, product attributes are not a primary consideration for consumers to be loyal. The effect of product attributes is only 17.56% on consumer loyalty, while the remaining 82.44% is influenced by other variables that are not measured, such as brand image, service quality, price and others.

4. From the calculation of t test statistics, the value of t arithmetic 4,604 is greater than t table whose value is 1,663. So Ho was rejected and Hi was accepted. This means there is a positive relationship between the attributes of Samsung Galaxy Mobile products and consumer loyalty. Thus, the hypothesis, namely "There is a relationship between Samsung Galaxy Mobile product attributes and consumer loyalty" is acceptable

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