

## **THE EFFECT OF CONSUMER PSYCHOLOGY TOWARD CONSUMER BEHAVIOR OF SAMSUNG USER**

### *PENGARUH PSIKOLOGI KONSUMEN TERHADAP PERILAKU KONSUMEN PENGUNA TELEFON GENGAM SAMSUNG*

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#### **ABSTRACT**

*This study aims to determine the influence of consumer psychology factor which are motivation, perception, learning, belief and attitude toward consumer behavior of Samsung Smartphone in Manado. The method used in this research is the qualitative research methodology with narrative approach which will provide a descriptive insight about consumer psychology. The data for this research were gathered from interview, which the sample is random people with different occupation to get impulsive idea about the effect of consumer psychology. In the finding consumer psychology factor can affecting purchase decision toward Samsung Smartphone, Samsung is expected not only creating innovative product but also emotional bound with customer. Which is maintain customer loyalty.*

*Keywords: Consumer Psychology, Consumer Behavior, Samsung User*

#### **ABSTRAK**

Tujuan riset ini adalah untuk menentukan pengaruh yang faktor psikologi konsumen yang meliputi motivasi, persepsi, pelajaran, kepercayaan dan sikap ke arah perilaku konsumen produk Samsung Smartphone di Kota Manado. Metoda yang digunakan dalam riset ini adalah metode kualitatif dengan pendekatan deskriptif. Data untuk riset ini diperoleh dari wawancara, dimana sampel survei diperoleh secara acak berdasarkan aktivitas pekerjaan yang berbeda untuk mendapatkan tanggapan sesuai dengan efek psikologi konsumen. Hasil penelitian menunjukkan faktor psikologi konsumen dapat mempengaruhi keputusan pembelian Samsung Smartphone, Samsung diharapkan tidak hanya menciptakan produk inovatif tetapi juga menciptakan ikatan emosional dengan pelanggannya dimana hal ini akan memperkuat kesetiaan pelanggan.

*Keywords: Consumer Psychology, Consumer Behavior, Samsung User*

## 1. INTRODUCTION

### Background

Along with times, technology increasingly fast with new things that accompanied the human life at this time. One of the things that are famed and must be owned each person is Smartphone. Smartphone is mobile phone which had various features with adequate specifications. Smartphone become one of phenomena which are preferred by many people because Smartphone plays an important role in many aspect of human life. At this time, Smartphone become one of important things owned by many people, from lower classes to the upper classes have a Smartphone with various brand. The emergence of many brands of Smartphone's which is very famous in Indonesia, just like Samsung, Iphone, OPPO, SONY and etcetera. Deployment of Smartphone in Indonesia is affected by two factors. First is life style. It cannot be denied that Smartphone to be a part of modern lifestyle. Anytime and anywhere, each person always interacts with their Smartphone. Despite it has a negative impacts on the social side, Smartphone has become one of important gadgets that help human life. Second factor is function and features, Smartphone could be considered as a small computer with various features that can help every person job. With Smartphone we can send email, send message, internet, doing task or document, call, and etceteras. In Indonesia Samsung remains the largest vendor of mobile phone, based on Counterpoint research institute released list of the biggest Smartphone vendor in Indonesia. Samsung Smartphone has strategy to creating Smartphone, with many types that match with consumers need and providing service priority for those consumer who own Smartphone Samsung galaxy S7 and S7 edge. Samsung Smartphone is providing five service priorities. First is lane priority queue, this service give consumer lane priority queue in Samsung Experience Store and Service Center. Second is a loan service unit in various locations SES and Samsung Service Center. If consumers who own Samsung Galaxy S7 or S7 Edge have to repair, Samsung will give other phone loans until repair process is completed. Third is priority hotline, Samsung release hotline service free 24 hours with live chat for Samsung Galaxy S7 and S7 edge owner. Fourth is product training priority, Samsung giving maximal experience for those consumed who own Samsung Galaxy S7 and S7 Edge. And fifth is assistance priority, Samsung providing treatment facilities and check product in Samsung Experience Store. Samsung recorded the highest sales figures in north Sulawesi for home appliances and Smartphone products. This achievement stimulates Samsung presenting superstore on upcoming November. Based on GFK market research institute on august 2016, Samsung dominate 68 percent in market share for television Ultra High Definition UHD) category. While for mobile phone category, from January until august 2016 Samsung dominate 66,30 percent in market share and 71,70 percent for Smartphone category. This is show Samsung has Impact in market share Manado city and consumer are preferable with Samsung products especially for Smartphone. Based on the discussion above, the writer finds it important to research about effect of consumer psychology factor toward consumer behavior of Samsung Smartphone user in Manado

### Research Objective

1. To determine the effect of consumer psychology factor toward consumer behavior of Samsung smartphone user in Manado.
2. To identify that the effect of consumer psychology factor toward consumer behavior can influence consumer loyalty of Samsung smartphone in Manado.

## Literature Review

### Consumer Behavior Concept

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. Consumer behavior is “The study of individuals, groups, or organizations, and the processes they use to select, secure, use, and dispose of product, services, experiences, or ideas to satisfy needs and the impacts that these process have on the consumer and society.

### Characteristic Affecting Consumer Behavior

Kotler and Armstrong (2004) define the characteristic that influence the consumer behavior, they define cultural, social, personal and psychological are strongly influencing the consumer behavior.

1. Cultural Factors. In cultural factors divide the cultural itself in to three specific variables, they assuming that marketer needs to understand the role played by the buyer’s culture, subculture and social classes.
2. Social Factors. In social factors divide the factors into several specific parts, such as consumer’s small group, family and social roles and status.
3. Personal Factors. A buyer decisions also are influenced by personal characteristics as the buyer’s age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.
4. Psychological Factors. A person’s buying behavior choices are further influenced by four major psychological factors: Motivation, Perception, Learning, and Beliefs and Attitude.

## 2. METHODOLOGY

### Type of research

To conduct this research, the researcher use qualitative method. Various research methods and techniques are available for interpretive studies; they draw from phenomenology, hermeneutics, feminism, deconstructivism and may take the form of ethnographies, interviews, psychoanalysis, cultural studies, participant observation, grounded theory, just to name a few. The researcher will select the best methods based on his or her research question: will the researcher study individuals (narrative, phenomenology); explore processes, activities and events (case study, grounded theory); or learn about the broad cultural-sharing behavior of individuals or groups (ethnography) (Creswell 2009, 177).

### Place and Time of Research

This research is took place in areas around Manado city, for exact pace that author mad an interview in Kleak, Kampus. It conducted between February to April, 2016 in Manado city.

### Data collection method

#### Primary Data

Primary Data are first-hand information. This information is collected directly from the source by means of field studies. Primary data are original and are like raw materials. It is the most-crude from information. The researcher collects primary data or supervises its collection. It may be collected on a sample or census basis or from case studies.

## Secondary Data

Secondary data analysis can be literally defined as “second-hand” analysis. It is the analysis of data or information that was either gathered by someone else (e.g., researchers, institutions, other NGOs, etc.) or for some other purpose than the one currently being considered, or often a combination of the two (Cnossen 1997). If secondary research and data analysis is undertaken with care and diligence, it can provide a cost-effective way of gaining a broad understanding of research questions. Secondary data are also helpful in designing subsequent primary research and, as well, can provide a baseline with which to compare your primary data collection results. Therefore, it is always wise to begin any research activity with a review of the secondary data (Novak 1996).

## Data Analysis method

Data obtained in qualitative analyze to answer the research problem “the effect of consumer psychology towards consumer behavior of Samsung Smartphone in Manado city?”, researcher used qualitative research method. In qualitative research, data analysis method does not use statistical measurement. It is all because qualitative research is a way of developing theoretical concept. In order to know and understand about consumer psychology, the researcher needs the valid data which can be finding by doing a direct observation. With that, the researcher will have the correct answer and honest opinion from the informant and will produce an accurate result in defending the research objective. Descriptive analysis study is used in this research; it is based on observation, interview and literature studies.

### 3. RESULT AND DISCUSSION

In this sub-section, there are four main questions and one accumulated answer from all answers of the observed respondents. All these answers are described in following points.

Respondent 1: “I have been using Samsung galaxy s3 for three years and I start to like Samsung since this brand become a trend for smart phone in society. Samsung is famous brand around young people because it has good game for playing and application for Facebook for help young people to keep in touch with their fellow. This smart phone is easy and comfort to use for daily activity. And another reason that make me more interest to use Samsung because my Korean Idol (boy band Big bang) is the ambassador of this brand.”

Respondent 2: “I have been using Samsung galaxy tab 2 for two years and I start to like this brand when I watch my favorite Korean drama that get sponsored from Samsung company. Many young people are likely to use smart phone from Samsung, until this year Samsung still become one of the top smart phone that famous in market. The factor that influence me for use this Samsung smart phone is not only famous around young people but it because the application and type that Samsung offer are unique and easily for use.”

Respondent 3: “I have been using Samsung galaxy mega 2 for one year, Samsung become one of my favorite smart phone when almost half of my friend and family was using it. Samsung smart phone is the best brand that can offer unique type with soft color and Facebook application also quality of equipment is match with the price. Not only in that point, factor that influence me for use Samsung is because there are many people who close with me said they felt comfortable while using this smart phone. Because this smart phone is easy to use and has Facebook application for helping consumer to keep up to date on social media.”

Respondent 4: “Actually I was a using Samsung hand phone since seven years old. When Samsung change to be smart phone, I choose to buy Samsung galaxy tab mini. It’s been three

year for using Samsung galaxy tab mini and for twenty years I already change hand phone from another brand but still back to use hand phone from Samsung. The reason I start to like Samsung because ringtone that Samsung has is different with another brand. New version of Samsung makes me more interest with new product that they offer. I already like Samsung since it still a regular hand phone for use, the sound that Samsung offer are differently with another hand phone that is the factor why I like to use it. ”

Respondent 5: “I already use Samsung smart phone for three years and I already two time change Samsung smart phone (Samsung galaxy young for two year and Samsung galaxy s2 for one year). This smart phone becomes my favorite brand when my best friend was starting to use it. Year pas by year Samsung still become a trend for young people until now. The factor that makes me more interest with Samsung smart phone is half of my friend who use Samsung smart phone have less negative comment while using it.”

Respondent 6: “I have been using Samsung galaxy s4 for eight month, this smart phone is the trend for young people. The factor that make me start to like Samsung smart because this smart phone has unique game application that can connect up to 8 phones wirelessly to play games. ”

Respondent 7: “I have been using Samsung smart phone for three years, Samsung galaxy ace for two year and Samsung galaxy tab 2 for one year. First time I start to like Samsung smart phone when it become a trend for young people in society. Since it becomes a trend, Samsung become my favorite smart phone. Factor that makes me more like Samsung is the application for game, Facebook application and especially for camera. Samsung camera is brightening and colorful, we don’t need to use 360 applications for make it more beautiful. Natural color that Samsung has is beautiful.”

Respondent 8: “I already use Samsung smart phone for one year, 4 month and I already two time change Samsung smart phone (Samsung galaxy s4 for one year and Samsung galaxy tab 4 for tree month). This smart phone becomes my favorite brand because this brand was made from Korea. I really like Korea Country because their drama and culture. This smart phone is easy to use and it’s famous around society.”

Respondent 9: “I was using Samsung Galaxy Tab 2 for six month, the first time I began to like this smart phone when I saw the advertising Samsung Galaxy s3. This brand was offering unique type, Facebook application and another application that can help user for their daily activity. This brand has product that popular around society and many people would like to change their smart phone for it.”

Respondent 10: “I have been using Samsung galaxy s2 for two years. Actually I got this smart phone was from friend, as a present for my birthday. But, I do like Samsung smart phone. This smart phone is famous around young people.”

### **Perception from Samsung Users**

Respondent 1: “I am kind of people who like to have smart phone that really help me for up to date, that’s why I ever use smart phone from another brand just like Black Berry and Sonny. When Samsung smart phone become trend for young people around 2011, I am start to like smart phone from Samsung. For searching the information about Samsung, I am using internet and come to Samsung store to search information more. Samsung smart phone offer new design that is bigly screen than another smart phone, it felt comfortable for user while playing game or watching a movie. The important thing is long lasting battery to use, and this brand is using android technology that can help user for browsing internet more speed. Price that Samsung offer to consumer is equally with the quality that they offer. For me Samsung is cool, all in one packet.”

Respondent 2: "I do like to follow smart phone with different brand that become a trend in market, that's why I ever use smart phone from Sonny, Black Berry, and Nokia. I am searching the information from some of my friend who uses this smart phone and I come to Samsung store. This product offer an application for what young people needs in this new era. Especially for Facebook application, that can help me to connect with friends. The price is equal with quality that they offer. I feel comfort when use this smart phone for my daily activity."

Respondent 3: "I do like to follow smart phone with different brand that become a trend in market, another brand that I ever use is Blackberry. I trying to search the information of this smart phone in internet and asking some of my friend who use this smart phone also I come to Samsung store. This smart phone can offer unique type, soft color, Facebook application for social media and news. The quality of Samsung smart phone equipment is match well with price that they offer, so it doesn't decrease consumer satisfaction."

Respondent 4: "I do like to follow the new smart phone from another brand like Sony and Black berry but it will back to use Samsung smart phone. The information about Samsung smart phone usually I am searching on internet or go to Samsung store. Samsung are best brand that can offer smart phone that match with what people need in this era, modern design, good quality of equipment, Facebook application and easy for use. Until this year, there is many people still like to use this Samsung smart phone. Another benefit of Samsung smart phone also the price of Samsung smart phone is match with quality."

Respondent 5: "I do like smart phone from another brand that becomes trend in society, another brand that I ever use is Sonny and Nokia. The information that I get are from friend and Samsung store. Since Samsung smart phone become trend around people and the application that they have are match with young people, just like Facebook application, Camera for take a picture and android system that has speed internet for browsing some news or searching some data. For my opinion the price that Samsung offer are match with quality that they offer."

Respondent 6: "I do really like to follow smart phone with different brand that be trend in society, another brand that I ever use is Sonny and Iphone. The information that I get are from my friend, internet and Samsung store. Samsung smart phone offer bigly screen and unique application for consumer just like Shimi-shimi. Game application that Samsung has is cool because it providing group playing, it can connect up to 8 phones wirelessly to play games. And long life battery that will support consumer while using it in many activity. As a gamer, Samsung has applications that fulfill consumer needs and can share it with people around consumer. Also price that Samsung has is match with quality that they offer."

Respondent 7: "I do like smart phone from another brand that becomes trend in society, especially when that brand can offer good camera than the other. Another brand that I ever use is Nokia and Sonny. The information about Samsung galaxy that I get is from internet and Samsung galaxy store. Just like I said before, I do like Samsung application for game, Facebook application and camera. Camera that Samsung smart phone offer is better than the other. Samsung is helping me for capturing some moment that I like, this can make me more interest to learn more about photography. Since Samsung are more lighting than my professional camera, so it easy for bring it to anywhere and it has good camera. The price that Samsung offer is match with price."

Respondent 8: "I do like smart phone from another brand that becomes trend in society, another brand that I ever use is Nokia and Sony. The information that I get are from internet and friend who use Samsung smart phone. I like Samsung smart phone because it was made from Korea and the application that Samsung offer can make me active in any social media just like Facebook, Twitter, Path a instagram. That's way I can be up to date with situation that happen in society."

The price that Samsung offer is equal with quality that they offer. I think this is another benefit that Samsung has to attract the interest of consumer.”

Respondent 9: “Yes, I do. Another brand that ever use is Nokia, Sonny, and Blackberry. The information that I get are from magazine and internet. Actually I use this type of smart phone because last year, this smart phone is new type or design that Samsung offer and become a trend that many people like to buy it. The price is equal with quality that Samsung offer.”

Respondent 10: “I am not kind of people who like to keep follow trend of smart phone in market, but there is a smart phone that I ever use is Nokia and Black berry. The information that I get is from internet and friends. Like what I said before, this smart phone is a present from friend, but I like this type because this brand is has same application that Iphone 4 has, in my opinion this brand has a good application just like what Iphone has. The quality that Samsung has is match with the price.”

### **Learning from Samsung Users**

Respondent 1: “I am kind of people who like to have smart phone that really help me for up to date and I have been using Samsung smart phone after 3 year ago. Samsung can fulfill my need and want as young people. Almost half of my friend was using this smart phone, sometime we sharing about the benefit, weaknesses, and new application of Samsung. It really helps me to learn more about my smart phone. This smart phone is comfortable to use that’s why I can accept the weaknesses and strength of this smart phone.”

Respondent 2: “I ever use smart phone from another brand but this smart phone are different, this smart phone can make me felt comfortable and any application that Samsung offer are enough for fulfill my needs, want and desire as young people.”

Respondent 3: “I already use this smart phone one year ago. Application that Samsung offer is match with what I need from smart phone and the quality of this smart phone match with the price that they offer. Almost half of my friend and family who use this smart phone two or three year ago before me, they felt comfort to keep use this smart phone. But, I am still like to try new application and quality of equipment from Iphone. From this day Iphone become a trend in society, I felt curious with the benefit that Iphone offer for consumer.”

Respondent 4: “Samsung always can fulfill my needs of smart phone that match with the trend in society and this brand is absolutely matched with my personal need. Any product of Samsung that I ever use is always comfortable and I can accept it.”

Respondent 5: “I already use this smart phone for three years and already two times change it with same brand. This smart phone is comfortable and match with me, there is less weaknesses of this smart phone. That’s why I can accept the weaknesses and strength of this smart phone. Almost half of my friend who use it, they have no problem with Samsung smart phone. They are felt comfortable using it for daily activity.”

Respondent 6: “Very satisfy with what Samsung smart phone offer, this smart phone is the best. I can accept anything that Samsung smart phone has.”

Respondent 7: “I felt satisfy with what can Samsung smart phone offer and base on my experience I found less weakness of this smart phone. That’s why I can accept strength and weaknesses of this smart phone.

Respondent 8: “After two time use Samsung brand with different type, I can assume this smart phone has same quality (I mean Samsung s4 and Samsung galaxy tab 4 has same quality). What

I expect from Samsung is when they introduce new smart phone, the quality can be better than before. This brand only offer new application and not really concern about the quality. That's why I can't accept it."

Respondent 9: "This smart phone is easy to use, can help me for doing my assignment, providing speed internet and up to date in social media. Even though some time I got struggle with slow responding because I put many application in there. I can accept the weaknesses and benefit of this brand, because I think another smart phone have their own weaknesses. Compare to another brand, this brand has quality product are better than another brand."

Respondent 10: "After I am using this smart phone is easy to use and I like the application that Samsung has. From my experience and half of my friend who use Samsung smart phone is comfortable use this smart phone and we found less problem while using it, that's why I can accept weaknesses and advantage of this smart phone."

### **Belief and Attitude from Samsung Users**

Respondent 1: "Yes, I am. This smart phone already enough to fulfill my needs and I like to follow the new smart phone, application and unique type that Samsung offer."

Respondent 2: "Yes, I am. I will choose to keep use this smart phone, Just like I said before I ever use smart phone from another brand but this smart phone are different, this smart phone can make me felt comfortable and any application that Samsung offer are enough for fulfill my needs, want and desire as young people."

Respondent 3: "No, I am not. Samsung smart phone that I ever us is a good and comfort smart phone that I know but I choose to change my Samsung smart phone to Iphone smart phone. Because now, Iphone become a trend and quality that Iphone has is better than Samsung."

Respondent 4: "Yes, I am. Samsung is the best smart phone that I really like it. From service and nice application that Samsung offer, I like to continue using Samsung smart phone. If there is a chance to buy new smart phone, I will choose the new product of Samsung."

Respondent 5: "I like to become Samsung smart phone fan; even though right now I already use Iphone (I was using Iphone because this smart phone was a gift from my mother). Just like what I said before, this smart phone is comfortable, match with my style and there is less weaknesses that I found."

Respondent 6: "For this time I am still felt satisfy, I don't know what will happen in the future. To tell the truth, I am kind of consumer that really interest with new application that up to date and comfortable while using it. So, if one day there is up to date application from another brand that up to date and comfortable for consumer. May be I will change to use smart phone from another brand."

Respondent 7: "No, I am not. Actually right now I am using OPPO as my new smart phone, the reason why I change it because the camera that OPPO has better than what Samsung has."

Respondent 8: "No, I am not. For next time, if I get chance to change my smart phone. I like to choose to use SONY, because I have been use SONY lover before I quit following it. Base on my experience SONY not only has good application but better quality for their new product. "



Respondent 9: "No, I am not. SONY Z4 has more good quality that can offer comfortably to consumer, they have Snap dragon that can make smart phone easy to use even though we have many application. So there is no slow responding again and I am waiting SONY Z4 for next year.

Respondent 10: "Yes, but I also using Ipad. The reason why I am bought another smart phone because I like Ipad not only it's a trend but also the application, especially for protection file in smart phone with using finger print and quality that Ipad has better than Samsung.

### **Discussion**

#### **Consumer psychology**

Successful businesses understand how to leverage the different factors that influence consumer buying behavior to effectively market their products and maximize sales. Studies show that there are generally four main factors that play a role in the consumer's buying behavior. These factors include cultural factors, social factors, personal factors and psychological factors. The psychological factors that influence an individual's decision to make a purchase are further categorized into the individual's motivations, perceptions, learning and his beliefs and attitudes (Callwood, 2013). This research is match with Boky (2015) psychology factor can affecting consumer purchase decision toward Samsung Smartphone. Psychology factor has important part for consumer to decided and take decision, especially purchasing Smartphone from Samsung. This factor also as part from environment affect, where's she or he live and life on present without refuse the affect on past or anticipate on future. Choosing product that consumer bought continuously is affecting from important factor of psychology. Because usually were neutral to family and friend suggestions influence on buying a Smartphone (Mohan, 2014).

#### **Motivation**

Motivation is an activated internal need state leading to goal-directed behavior to satisfy that need. Accordingly motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals (Trehan, 2009). Motivation that Manado consumers have toward Samsung Smartphone is Samsung become trend in society. About 5 respondents who stated motivation behind using Samsung Smartphone is Samsung become trend in society. This finding is match with Osman et.al. (2012) respondents reported that the trend in community is an important criterion that influences Smartphone purchasing decision. Almost all respondents stated that they already using Samsung Smartphone around 2 or 3 years. This brand of Smartphone is Famous around society in Manado city that providing Facebook application, game, and unique type or design such as bigly screen.

#### **Perception**

Perception is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. No one can see or feel the 100% of all things. Ever wonder why people buy certain products? It is all about perception. Perception is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli (Connolly, 2010). Consumers of Samsung Smartphone in Manado are not regular buyer of Samsung Smartphone. They already use Smartphone from another brand like Nokia, SONY and Black Berry, and when Samsung being trend in society they start to change their Smartphone to Samsung Smartphone. From this stage they searching Information about Samsung Smartphone are from friend, internet and Samsung store. The major reason they interested about Samsung is Facebook application and design of Smartphone, such as bigly screen. About 6 respondents who interested on Facebook application, 5 respondents who interested on design of Samsung

Smartphone, and from respondents Facebook application and design of Smartphone, there is 2 respondents who interested on both Facebook application and design of Smartphone. The quality of Samsung Smartphone is equal with price that Samsung offer, all respondents are agreeing about this statement after they use Smartphone from Samsung.

### **Learning**

Learning describes changes in an individual's behavior arising from experience. In every circumstance our perception is conditioned by our prior experience, for it is this which constitutes our preparatory set or expectations and the framework into which we seek to place and organize new stimuli. In other words, we have learned from our earlier experience and seek to maintain balance or consistency by relating to and interpreting new stimuli in terms of past or learned stimuli (Blythe, 2008). Samsung Smartphone attracts the attention consumer in Manado city because this Smartphone is comfortable and can fulfill need of consumer for this era. Base on respondents overview, this Smartphone is comfortable to use because can make people keep up to date on social medial just like Facebook, being up to date on Facebook is need of consumer in Manado city. Not only in that point, consumer may like to share benefit or weaknesses of Samsung Smartphone to people around them has who also use Samsung Smartphone juttet like family or friend. There are 5 respondents who already two time change Smartphone from Samsung are felt comfortable while using Samsung Smartphone.

### **Belief and attitude**

Kotler defines belief as “descriptive thought that a person holds about something” and attitude as “a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward someobject or idea”. Individuals can have specific beliefs and attitudes about specific products and services (Sarangapani, 2009).

## **4. CONCLUSION**

Samsung smartphone become a trend in society especially for young people who have big passion in social media. Because Android system that can make consumer browsing internet more speed, not only speed browsing from android system but also consumer can buy or download application from Google play store that Samsung over so, consumer can feel comfortable for daily use or social life just like keeping up with social media, big screen can help consumer to more enjoy playing game or watching movie, consumer can take picture with nice camera, and last Samsung create smart phone case with soft color. The reason consumers choose to buy Samsung smartphone not only because advantage that Samsung has, they get influence from family or friend. But slowly but surely another smart phone like Iphone, SONY or OPPO attract consumer attention with their new application and quality better than what Samsung has. From result we can find consumer who already use Samsung and felt comfort with it, changing their interest to another brand just like Iphone, SONY or OPPO. The reason behind it because OPPO has camera better that Samsung and Iphone has application and quality better than Samsung has.

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