UNIVERSITAS LAMPUNG

BOOK PROGRAM

INTERNATIONAL CONFERENCE
2nd SHIELD 2017

52nd Dies Natalis Unila

Bandar Lampung - 18-20 September 2017 - 4 International Speaker

Organized by:

Postgraduate Program
and Institute for Research
and Community Services
University of Lampung

Supported by:

BKS PTN BARAT

PERTANIKA

BANK BRI

			The Influense Of Information System Of Managerial Performance: Task Uncertainty Task As Moderating Variable	Lego Waspodo, Rini Widianingsih, Dona Primasari
			Cultural Hybridization Of Korean Beauty Trend With Halal-Certified Local Cosmetics (Analysis Of "Korean Makeup Looks" Tutorial Videos On Youtube)	Lidya Agustina, Eduard Lukman
✔	15.30-16.30	3	The Influence Of Segmenting Strategy And Brand Positioning Strategy On Consumer Purchasing Decision (Study At Smartphone Samsung In Indonesia	Annisa Nurawalia, Faila Shofa ✔
			Performance Measurement System Design To Improve Firm's Competitive Advantage: Islamic Work Ethic As A Moderating Variable	Anita Kusuma Dewi
			Preparing Pre-Service Science Teacher To Integrate Stem Literacy In Growing Pedagogical Content Knowledge	Abdurrahman Abdurrahman, Hervin Maulina

THE INFLUENCE OF SEGMENTING STRATEGY AND BRAND POSITIONING STRATEGY ON CONSUMER PURCHASING DECISION
(Study At Smartphone Samsung In Indonesia)

By
Annisa Nurawalia[1], Faila Shofa[2]
[1]Management Department of Ecomics and Business Faculty, UNILA
Email: annisa.nurawalia12@gmail.com
[2]Management Department of Ecomics and Business Faculty, UNILA
Email: shofafaila@gmail.com / faila.shofa@feb.unila.ac.id

Abstrak

   Determination of market segments is important in recognizing the prospective customer and determine who the potential customers. Segmentation can be divided by location, age, gender, income level, habits and so on. Determination of targeting depends on things like character of the product, and the level of competition in the segment is already selected. Positioning is an action or measures from the manufacturer to design the company's image. Purchasing decisions are consumer action in an effort to meet the wants and needs is a process of determining the attitude or the purchase of goods and services. This research aims to know which Segmenting and Brand Positioning on purchasing decisions at Samsung Smartphone in Indonesia. The method used in this research is multiple regression.

   The result is the effect of segmenting stratgy and brand positioning strategy on purchasing decisions is shown by the equation $Y = 0.268 X1 + 0.577X2$. Partially Segmenting, and Positioning significantly influence on purchasing decisions. Based on the results, the regression positioning has a big influence on consumer purchasing decisions, then the sub-variables of positioning an appropriate strategy for developing Smartphone Samsung.

Keywords: Segmenting, Positioning, Purchasing Decisions.

I. INTRODUCTION
1.1. Research Background

   According Kotler and Amstrong (2012:6) marketing is all about creating value for customers. So, as the first step in the marketing process, the company must understand how the consumers and marketplace operate. Individual consumers obtain or purchase goods through the process; firstly through advertisements or references from others and secondly by comparing one product with another until they have a purchasing decision. Marketers need to understand each side of the consumers' behavior. According to Kotler and Keller (2012:213) companies cannot connect with all customers in large, broad, or diverse markets, but they can divide such markets into groups of consumers or segments with distinct needs and wants. A company then needs to identify which market segments it can serve effectively. This decision requires a keen understanding of consumer's behavior and careful

strategic thinking. To develop the best marketing plans, managers need to understand what makes each segment unique and different. Identifying and satisfying the right market segments is often the key of marketing success.

The whole marketing strategy is built upon STP which stands for Segmenting, Targeting, and Positioning. Companies are looking for a number of different needs and groups in the market, targeting the needs and groups that can be satisfied in a certain manner, and further positioned in such way that its offer will be comprehended by the target market and offer the brand figure of the company. According to Ray and Choudhury (2015), consumer tastes can change very rapidly; creating new business opportunities and strategies marketers are very important. There is a threat of failure to adopt changes because the standard of living or style based on the background, educational standards, and family. Therefore it takes a segmentation strategy for making purchasing decisions made in Kolkata. In this study used three variables, namely demography, psychograph and benefits sought. The variable that has the most significant influence is psychograph. On the other hand, Hasan and Craft (2012) describe the relationship between segmentation and brand positioning as a center for the development of global branding strategy. Therefore, positioning is described as a strategy to identify and direct marketing resources between segments of the target market.

According Solomon (2012:185), segmenting is the process of dividing a larger market into smaller pieces based on one or more meaningfully shared characteristics. This process is a way of life for almost all marketers in both consumers and business-to-business markets. The truth is that you cannot please all people all the time, so you need to take your best shot. The next step is targeting. Solomon (2012:198) describes targeting as a strategy in which marketers evaluate the attractiveness of each potential segment. According to Solomon (2012:201), the final stage of this strategy is positioning. Positioning means developing a marketing strategy to influence how a particular market segment perceives a good or service in comparison to the competition. To position a brand, marketers have to clearly understand the criteria of target consumers to evaluate competing products and then convince them that their product, service, or organization will meet those needs. Therefore, the strategy STP (Segmenting, Targeting, and Positioning) is a major factor in influencing consumers' purchasing decisions.

Samsung considers that every parts of the business are important. Samsung Company's management understands that segmenting strategy and brand positioning have important roles in influencing consumers to make purchasing decisions. Samsung until today become one of the biggest brands in the world by releasing smartphones that became champion in the gadget market competition. One of them is the Samsung Galaxy. Samsung's success in the field of technology particularly has made it among the top five in the world. Based on preliminary observations, the researcher used secondary data to provide authentic data about the Samsung Company. Researchers refer to the data presented by Trend Force.

TABLE 1.1. GLOBAL TREND FORCE SURVEY IN 2015-2017

Rank	2015	Market Share	2016	Market Share	2017	Market Share
1	Samsung	24,7%	Samsung	22,80%	Samsung	22,60%
2	Apple	18,2%	Apple	15,3%	Apple	15,60%

3	Huawei	8,30%	Huawei	9,60%	Huawei	11,10%
4	Lenovo	5,40%	Oppo	7,2%	Oppo	8,50%
5	LG	5,20%	Vivo	6,00%	Vivo	7,10%
6	Xiomi	5,20%	LG	5,5%	LG	5,50%
7	Oppo	3,80%	Xiomi	3,70%	Xiomi	3,80%
8	TCL	3,70%	Lenovo	3,70%	Lenovo	3,80%
9	Vivo	3,60%	TCL	3,70%	TCL	3,20%
10	ZTE	3,40%	ZTE	3,50%	ZTE	3,00%
11	Others	18,50%	Others	18,90%	Others	15,90%

Source: Trend Force, January 2017

Conversely, according to Table 1.1. although Samsung is in the top five of the world, stock movements decreased from year to year, in 2015 by 24.7% until the beginning of January 2017 by 22.6%. On the other hand, competitors like Oppo managed to rise from the ranks 7 to rank 4.

TABLE 1.2. INDONESIA'S TREND FORCE SURVEY IN 2013-2015

NO	2013	Market Share	2014	Market Share	2015	Market Share	2016	Market Share
1	Samsung	32.5%	Samsung	28.0%	Samsung	26.6%	Samsung	22,2%
2	Apple	16.6%	Apple	16.4%	Apple	16.4%	Apple	16.8%
3	Lenovo	4.9%	Lenovo	7.9%	Lenovo	7.4%	Huawei	9.3%
4	Huawei	4.4%	LG	6.0%	Huawei	6.6%	Lenovo	6.2%
5	LG	4.3%	Huawei	5.9%	Xiomi	6.5%	Xiomi	5.8%
6	Sony	4.1%	Xiomi	5.2%	LG	6.1%	LG	5.0%
7	Coolpad	3.6%	Coolpad	4.2%	TCL	4.1%	TCL	4.0%
8	ZTE	3.2%	Sony	3.9%	Coolpad	4.0%	Oppo	3.9%
9	Nokia	3.0%	ZTE	3.1%	ZTE	3.4%	Vivo	3.4%
10	RIM	2.5%	TCL	2.7%	Sony	3.1%	ZTE	3.1%

Source: Trend Force, Jan 2016

Based on the survey results in Table 1.2 in 2013 to 2016, Samsung is the market leader in Indonesia with a market share of 32.5% in 2013 which is the highest point of Samsung in the last three years, but at the end of 2016, Samsung's market share dropped to 22.2 % in which Samsung remains the market leader. It might happen because of its competitor, Lenovo, which started at 4.9% and rose to 6.2%. According to the data, although Samsung ranked number one each year, Samsung's market share decreased. Subject shows that the indication of the problems that occur in the company. Thus making the number of the company's market share decrease each year.

FIGURE 1.1. LOGO AND SLOGAN OF SAMSUNG SMARTPHONE
Source: www.wikipedia.com

The philosophy of the Samsung logo is oval background that aims to create a sense of dynamic and blue means responsibility and commitment, which means that the segmentation Samsung smartphone is positioned as a dynamic and elegant lifestyle.

Samsung slogan is "The Next Big Thing Is Here". That means Samsung smartphone is a product expected by everyone because it has a very good quality and have continuous improvement throughout the process of innovation itself. This product is purposely created to meet consumers' needs. Samsung's segmentation is divided into four parts:1) Geographic: the products are aimed in all regions throughout Indonesia, especially in large cities, as well as some other developing countries such as Malaysia, India, Singapore, etc. Even some market are specialized and accustomed to mobile phones exclusively. This phone can be found within that market; 2) Demographic: divided into several sections such as age, gender, income, etc. These products are used by teens and adults alike ranging from 13-60 years of age. This product can also be used for women and men. Samsung Smartphone is devoted to the middle class and above, since the price of Samsung's smartphone from Rp. 2.000.000 – Rp. 7.750.000 ; 3) Psychographics: based on personality and lifestyle which are deemed differently that result in the product individualization as every product represents customer differences. For example is the Samsung Galaxy Young, suggested from the name Young, the phone is for those who are young. There was also a special edition Samsung Galaxy Y is the Samsung Galaxy Y Hello Kitty, with a design that is very girly. This makes the Samsung Galaxy Y Hello Kitty is suitable for use by young women, especially those who love Hello Kitty. So is the Samsung Galaxy S6 has a high capacity with large memory because of the expensive price reserved for the elite; 4) Behavior: those who purchase this phone are those who need a sophisticated phone with good features and elegant design, and those who always need connection to the internet. Usually they are loyal consumers who are accustomed to using the Android phone.

For positioning strategy, the company is using the advantages of product attributes, competition by competitors, product category and price. It is a strategy to get a good position.

1.2. Problems Formulation

Based on data obtained from TrendForce on January 2017, Samsung has decreased the percentage of market share in 2015 to 2017 in the world. On the other hand, compared to Xiomi, the growth from year to year has increased. Likewise, based on data TrendForce, Samsung also suffer a decrease in the market share of four consecutive years from 2013-2016 in Indonesia (Table 1.1 and 1.2). There was a decrease on the market share of Samsung smartphones from year to year, although Samsung's market share still ranks among the top five. Based on the above problems, the formulation of the problem of this study are as follows:

1. Does segmenting strategy influence purchase decisions at Samsung smartphones in Indonesia?
2. Does brand positioning strategy influence purchase decisions at Samsung smartphones in Indonesia?

II.   LITERATURE REVIEW AND HYPOTHESIS

According to Epetimehim (2011), market segmentation involves the grouping of customers with similar needs and buying behavior into segments, each of which can be reached by a distinct marketing program. The concept attempts to reconcile differing customer needs with limited company resources, and allows product and marketing offerings to be adjusted to suit different customer groups. In line with Kotler and Keller (2012:214), market segmentation divides a market into well-

defined slices. A *market segment* consists of a group of customers who share a similar set of needs and wants. The marketer's task is to identify the appropriate number and nature of market segments and decide which one(s) to target.

According to the marketing literature, by segmenting helps companies to identify market opportunities and improve the allocation of resources, this should help in the development of a sustainable competitive position and ultimately lead to better customer satisfaction in Epetimehim (2011). As stated by Simanjuntak (2012), segmenting the market can be done by grouping the appropriate activity. Efforts are being made to clarify and define market segmentation, using a wide range of variables, ranging from consumer classification based on products to their needs. There are two methods commonly used in segmenting the market:

a) Breakdown Method, in which assume market consists of the same consumer groups, so that there are major problems in the identification of a group that has specific differences.
b) Build-up method, in which considers the market consists of different consumer needs, so that the efforts are to find similarities between them.

According to Kotler and Armstrong (2012: 191) the fundamentals of the market segment comprised of: 1) Geographic Segmentation: this segment divides a market into some different geographical units, such as nations, states, regions, counties, cities, or even neighborhoods; 2) Demographic Segmentation: Mooiji (2004) in Laroche (2011) four of the most common demographic variables employed in domestic and international segmentation include age, gender, income, and education. According to Wijaya (2006) demographic factors often used as the basis for segmenting consumer groups because of the needs, desires and consumer usage rate is closely related to demographic variables. The demographic data is needed among other things to anticipate changes in consumer marketing; it involves how consumers assess the available potential in each geographical area that can be reached. Demographic variables can be explained as follows: age, gender, profession, education, income; 3) Psychographic Segmentation based on lifestyle and personality. Lifestyle affects a person's behavior, and ultimately determines a person's purchasing decision. Lifestyle reflects how people spend time and money in their daily activities and interests; 4) Behavior Segmentation divides buyers into segments based on knowledge, attitudes, usage, or their response to a product.

After dividing the market into several market segments based on specific indicators and selecting one or some of the market segments to be used as target markets, the next step is determining the position to be created in the minds of consumers. According to Solomon (2012:201), positioning strategy is designing an offer and a corporate figure that occupies a distinguished position between competitors in the minds of customers. While Bovee in Srivastava (2013) defines positioning as 'the process of promoting buyers to form a particular mental impression of our product relative to our competitors'. Similar with that, Aaker in Olsanova (2013) states that brand position is part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands. According to Wijaya (2006), positioning is how a company's brand can go in and dominate the minds of customers. Too many consumers are faced with information about products and services. Consumers are unlikely to re-evaluate the product at any time to decide purchase, otherwise in the minds of consumers every product or brand will be

grouped into several categories. Positioning is not the activities that marketers do with the product, but the activities that carry marketers on the minds of potential customers with the right position so that the product can be implanted in the minds of customers.

Consumer buying behavior refers to the buying habits of the consumer. Many factors, specifications, and characteristics could affect individual decision-making process, spending habits, and purchasing behavior. According to Kotler and Armstrong (2012: 152), definition of the purchase decision is the stage in the buyer's decision process in which consumers actually buy. in line with Kotler and Keller (2012:152), the buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

In a large market has a wide range of buyers. Generally, each buyer has motives and behavior in purchasing. The difference shows the motives and behaviors of the market that heterogeneous products with many consumers have a variety of needs, the desire, the ability to buy, and buying behavior. It is extremely difficult for a company to serve the entire market with different consumer. According to Ray and Choudhury (2015) find a positive relationship between segmenting and purchase decision.

Hypothesis 1: Segmenting Strategy has a significant influence on purchasing decisions.

Marketers should determine the position, the positioning in the context of marketing is the way a product, brand or company organization is perceived in relative terms compared with competitors by current customers or prospective customers. According to Solomon (2012: 201) positioning strategy is the act of designing an offer and the company's figure that occupies a distinguished position in the minds of customers. If the position is perceptions of products, so positioning it is mean designing corporate figure to get a special and unique place in the minds of the target market lead more advantages rather than competitor. It can be concluded in the presence of the correct positioning will make the company have the advantage for offering a corporate figure that will make consumers prefer making purchasing decisions in the company compared to competitorsAccording to Razak's research results (2014), there is a positive relationship between the positioning of the purchasing decision.

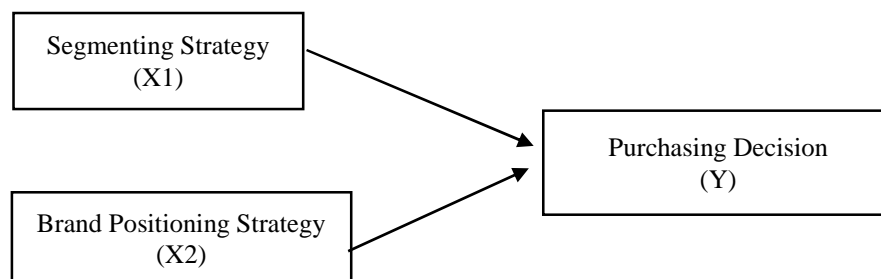**Hypothesis 2: Positioning Strategy has a significant influence on purchasing decisions.**

FIGURE 2.4 FRAMEWORK OF RESEARCH

III.   **RESEARCH METHODOLOGY**

3.1 Research Design

This research used descriptive and verification design. Model descriptive analysis is a method that is carried out to explain the characteristics of the variables examined in a situation, as according to Sekaran (2010: 158). This study also used verification, a method that aims to test mathematically suspicion about the relationship between the variables of the problem that is being investigated in the hypothesis, in the other words as study for testing a hypothesis.

3.2 Population and Sample

According to Sugiyono (2013: 80), population is a generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. The population used in this study is consumers of Samsung Smartphone in Indonesia.

The procedure used for data collection is *a non-probability sampling* method, where this technique gives a different opportunity or chance for each element or member of the population to be selected into the sample. Selection of elements based on researcher sample discretion. In this procedure, each element does not recognize the chance to become element sample. *Purposive sampling technique* is essential when the researchers are studying a specific characteristic, feature or function. This type of sampling results in a group of responses does not represent the entire population, but instead represents a group that has a specific characteristic in common. Market research is a common example of purposive sampling because these researcher looks almost exclusively at people who use a particular product or use a specific store or company. , the numbers of respondents in this research were 200 respondents to represent consumers of Samsung smartphone in Indonesia which is exactly not known.

Collecting data in this study is using field research techniques (survey) with distributing a questionnaire containing sheet statements of Indonesian society in order to obtain some of the information required.

3.3 Validity Testing Instrument

Validity in this study conducted with SPSS 20.0. According Sekaran (2010: 311), if the result of factors model analysis shows the significance under 0.05 and Kaiser-Meyer-Olkin (KMO), anti-image, communalities and factor loading 0.5 it is then declared valid conditions and the sample can be investigated further.

3.4 Testing Instrument Reliability

Reliability test in this study using the coefficient Cronbach's Alpha with SPSS. According to Sugiyono (2013: 132), reliability is shown by the coefficient of reliability testing Alpha Cronbach and it can be processed with SPSS 20.0. If there is a statement that has a Cronbach's Alpha value if item deleted greater than Croanbach's Alpha then the statement is not reliable and should do further testing. The test results is said to be reliable if the value of Alpha Croanbach > 0.6 and Alpha Croanbach count value is greater than the Croanbach's Alpha if item deleted (Sekaran, 2010: 182).

3.5 Hypothesis Testing

Testing the hypothesis is equivalent to a significant test multiple linear regression coefficient and is partially related to the research hypothesis statement (Sanusi, 2014: 144).

IV. RESULTS AND DISCUSSIONS

4.1 Respondents characteristics by province

Respondents came from 20 different provinces. The percentage of respondents originated from the province of Lampung and West Java are respectively 43.5% and 22.5%. Provinces with the fewest respondents are Bali, South Kalimantan, Gorontalo, and Jambi that are all equal to 0.5%. This shows that although the Samsung Smartphone were distributed to various regions in Indonesia, there are differences in the percentage of respondents that a significant number of Lampung respondents at 43.5% with Gorontalo, Jambi by 0.5%. This is probably due to the uneven spread of the questionnaire, which is that the percentage of respondents outside of Lampung and West Java has differences in the amount given, but the province is one of the indicators that are important in segmenting due to the different culture of each region and Samsung smartphones should adjust the culture in media campaign from each region, for example, media promotion in Lampung and Jakarta are different. If it is in Jakarta, Samsung smartphones are often promoted by social event, in contrast to the situation in Lampung which is held by discounts in supermarkets.

4.2 Respondents characteristics by District

The majority of respondents live in the city by 90.5%. This indicates that consumers Samsung are located mainly in urban areas than in rural districts. This is because people who live in urban areas are quicker in grasping on the latest information about technology than those who live outside the city. They are also more concerned about the lifestyle, style, fashion, and the types of smartphones in particular, they are more likely to see famous brand and quality of the camera as a primary consideration in choosing a smartphone. On the other hand, the people who live in the countryside just buy what they need regardless of the brand, types, and specifications of a particular smartphone.

4.3 Respondents Characteristics By Gender

Respondents by gender was 27,5% male, while the female are 72,5%. It shows that most respondents are dominated by women because of some Samsung products are designed specifically for women such as Samsung La Fleur Series and Samsung Hello Kitty. Since that segmentation, Samsung smartphone is more devoted to women but to men does not cease to become Samsung's customer, which is why most of its products are designed to all gender. The other reason that men still choose Samsung is because they prefer the quality of existing specifications on the smartphone; they usually compare brands of smartphones and the disadvantages and advantages, and then choose one of the smartphones that are being considered according to the requirements, price and quality.

4.4 Respondents characteristics by age

Respondents who use smartphone from Samsung brand are mostly at the age of 17 to 26 years by 86% and the oldest respondents who use Samsung are at least at the age of 57 years. This is due to the age level that has different tastes and different styles as well. At the age of 17 to 26, customers tend to choose more modern product and still have inquisitive tendency to try new things in the world of technology and always try to look modern to follow the trend of the development of time, compared to the mature and older ones who limit themselves to try and accept new technological developments. Respondents with age over 57 years are only 1% because at that age people are more likely to limit themselves about technology; instead they are more likely to learn about religion.

4.5 Respondents characteristics by family size

Respondents are dominated by family size with 3-4 people in a family, amounted to 47.5%, and in the second position is a family with size of 5 – 9 person that is amounted to 41.5%. This is because the fewer the number of people in the family, the more a family are able to buy luxury goods such as smartphones and cars. If it is compared to respondents with family size amounted to more than 6, it will be very difficult to buy goods or the need that have a lot of costs so that they will buy a smartphone based upon the benefits of usability and price according to their abilities, the brand is not the main reason in choosing a smartphone because their expenses should be divided by the number of family members so that they are putting necessities such as tuition, books, staples, etc.

4.6 Respondents characteristics by status

The status of married respondents which are amounted by 11.5%, while respondents with unmarried status are 88.5%. This is because respondents that are not married do not have a child so that their income can be used to buy other stuffs, and it is different from the respondents who are married which their main focus is children so that when they want to buy an item they will be more selective if the goods are really needed or not. On the other hand, the respondents with married status have more consideration on the price of the smartphone. They would prefer to buy a smartphone that has quality and good features but has a cheap price.

4.7 Respondents characteristics by expenditure

The majority of respondents are spending less than Rp. 2,500,000 which is 71%. Based on these data, Samsung Smartphone users come from all segments of society although most come from the level of spending less than Rp. 2,500,000.

4.8 Respondents characteristics by occupation

Most of the respondents are occupied as a college student, amounting to 74%. Respondents with the least amount of occupation are housewives. This condition is because students are always updated about the latest information in the field of technology and always follow the trend. On the other hand Samsung is also a smartphone that has the most variety of types and prices, from the lowest to the utmost, such as the Samsung Galaxy Fame, Galaxy Young Galaxy Duos and Galaxy J1 that has priced below Rp 2,000,000. Samsung Galaxy Grand, Galaxy Grand Prime and Galaxy Grand Duos which has a price of Rp 2,800,000 to Rp 3,000,000 and Samsung Galaxy S Series has a price above Rp 5,000,000, making the students easier to choose the type of student Samsung Smartphone depends on how much money their parents have.

4.9 Respondents characteristics by education

The majority of respondents are from S1 education which amounted for 56.5%, and on the second position is senior high school which amounted for 34%. If it is associated with the majority of respondents on are students who come from the age of 16-24 years. At that age they still have tendency to eagerly know and try something new in the world of technology and to follow the trends. On the other hand, there are still many S1 students who still do not have a job and still rely on financial support from their parents, so that they choose the smartphone that has a variety of types and prices start from about Rp 2,000,000 to above Rp 5,000,000. Respondents with education level S2 will choose a smartphone based on the quality. The quality of smartphone like the Iphone, with high security system and not easily infected by malware so that data that is privacy are not easily exposed, is not

financially burdened for the majority of students S2 who have never worked or are working.

4.10 Responses About Segmenting Strategy

TABLE 4.1 RESULTS OF RESPONDENTS ANSWER ABOUT SEGMENTING STRATEGY (X1)

No	Questions	Answer				
		SD	D	N	A	SA
1	Using a mobile phone Samsung improve my social status	21 (10,5%)	29 (14,5%)	74 (37%)	42 (22%)	34 (17%)
2	Using a Samsung mobile phone is a part of my lifestyle	19 (9,5%)	44 (22%)	62 (31%)	45 (22,5%)	30 (15%)
3	My faithful / loyal with Samsung smartphone	15 (7%)	48 (24%)	67 (34,5%)	35 (17,5%)	35 (17,5%)
4	I use a Samsung smartphone all day	12 (6%)	31 (15,5%)	52 (26%)	57 (28,5%)	48 (24%)

In table 4.1, statement number 1 is Samsung smartphones boost my social status. The majority of respondents 37% said neutral. This is because the smartphone Samsung could not be categorized as upper middle class smartphone or rarely used by famous personalities such as artist and government officials.

The second statement about Samsung is part of the lifestyle. There is diverse answer but the majority of respondents, as many as 31%, said neutral. This could be due to Samsung Smartphone could not be categorized as upper middle class so that the majority of respondents answered that Samsung smartphone is not a lifestyle. The third statement is about loyalty to Samsung, with total 34.5% respondents answered neutral. Consumers switch from Samsung smartphone to other brands due to some hardware error of the Samsung smartphone, and features that are incomplete, such as the Samsung Galaxy Note 7 that are now withdrawn from the market by the Samsung because there is a problem with the battery, and Samsung Z10 which has less enthusiasm from consumers and they switch to other brands because it is not equipped with good battery. The fourth statement regarding the level of usability is that Samsung Smartphone's majority users as many as 28.5% answered agree in this aspect. This is because Samsung smartphone is a product that is easy to use from young children to adults, from the elementary S2-level education. On the other hand, Samsung provides the best products to meet the needs of consumers, such as the OS used is always up to date, from the OS Android Ginger Bread until the newest named Lollipop, moreover the basic features are very helpful users, such as daily weather, reminder and master planner, and also some applications such as by using a screen lock pattern, face detection and many more.

4.11 Response About Brand Positioning Strategy

TABLE 4.2 RESULTS OF RESPONDENTS ANSWERS ABOUTBRAND POSITIONING STRATEGY (X2)

No	Questions	Answer				
		SD	D	N	A	SA
5	I know Smartphone Samsung as a mobile phone brand with excellent quality	8 (4%)	26 (13%)	55 (27%)	68 (34%)	43 (21,5%)

No	Statement					
6	Samsung has a unique packaging form	7 (3,5%)	27 (13,5%)	72 (36%)	55 (27,5%)	39 (19,5%)
7	I easier to know logo and brand Smartphone Samsung	7 (3,5%)	17 (8,5%)	50 (25%)	68 (34%)	58 (29%)
8	Smartphone Samsung has an advantage over competitors	3 (1,5%)	28 (14%)	65 (32,5%)	61 (30,5%)	43 (21,5%)
9	Promotion Samsung Smartphone is more attractive than other brands	6 (3%)	34 (17%)	72 (36%)	51 (25,5%)	37 (18,5%)
10	Samsung Smartphone features more attractive than other brands	2 (1%)	29 (14,5%)	70 (35%)	65 (32,5%)	34 (17%)
11	Samsung is a brand that think to my mind when talking about smartphone	10 (5%)	19 (9,5%)	55 (27,5%)	71 (35,5%)	45 (22,5%)
12	There are various types of products Samsung Smartphone, so easier for me to choose what I want	5 (2,5%)	24 (12%)	51 (25,5%)	70 (35%)	50 (25%)
13	Samsung smartphone has affordable price	13 (6,5%)	27 (13,5%)	58 (29%)	71 (35,5%)	31 (15,5%)
14	Samsung gives discount prices to customers at certain times	6 (3%)	29 (14,5%)	72 (36%)	57 (28,5%)	36 (18%)

The sixth statement is about the uniqueness of the shape of Smartphone Samsung design. The majority of respondents 36.5% believe this is because the neutral Samsung smartphone has a consistent form in all types of smartphone, such as the shape of a box and main switch, lengthwise in the middle, only the screen size varies for each type of smartphone Samsung. The seventh statement is regarding easily recognize brand logos and pronunciation of Samsung Smartphone. The majority of respondents agreed as much as 34%. This indicates that the smartphone Samsung are easily recognizable by the public due to Samsung smartphone has a characteristic in shape that is elegant and Samsung logo is always displayed at the front and back of the product. Easily recognized logo, brand and pronunciation is one of Samsung's strategic positioning, so that the Samsung products are memorable. The eighth statement is that Smartphone Samsung has an advantage over competitors. As many as 32,5% of respondents answered neutral. This is because many smartphones of other brands also have a quality that is better than the Samsung. The majority of respondents answered neutral as much as 36%. This is because Samsung has a few promotional publications in printed and online version. Tenth statement is concerned with the more interesting features of Samsung Smartphone with other brand. Majority of respondents are neutral as much as 35%. That's because many other smartphones have more attractive feature than Samsung. Eleventh statements is regarding brand Samsung Smartphone that comes in consumer memory when talking about smartphones. The majority of respondents agreed as much as 35.5%. This is because the smartphone Samsung is the leading brands and come from developed countries, namely South Korea, Samsung is also a smartphone that has the most variety of types and prices, from lowest to highest price, so that all people can have a Samsung smartphone. The twelfth statement is on the availability of various types of Smartphone. Samsung makes it easier to choose, obtain answers to agree as much as 35%. This is because Samsung create a product line of low-end to high-end making it easier for

consumers to choose according to their taste. Thirteenth statement regarding Samsung Smartphone affordable price, obtains agree answers as much as 35.5%. So it can be concluded that the majority answered agree that the price of Smartphone Samsung is affordable. Fourteenth statement is about the discounts or rebates of Samsung Smartphone at certain times. The majority of respondents answered neutral as much as 36%. That is because Samsung rarely give discounts discount brand unlike any other smartphone.

4.12 Responses About Purchasing Decision

TABLE 4.3 RESULTS OF RESPONDENTS ANSWERS ABOUT PURCHASING DECISION (Y)

No	Questions	Answer				
		SA	A	N	D	SD
15	I prefer smartphones Samsung than other Brands	8 (4%)	34 (17%)	74 (37%)	53 (26,5%)	31 (15,5%)
16	I recommend my friends to buy Samsung	10 (5%)	22 (11%)	79 (39,5%)	63 (31,5%)	26 (13%)
17	When I would buy a smartphone, I would choose to re-purchase Samsung	12 (6%)	34 (17%)	79 (39,5%)	48 (24%)	27 (13,5%)
18	When I wanted to buy my smartphone accustomed to choosing Samsung	7 (3,5%)	43 (21,5%)	69 (34,5%)	48 (24%)	33 (16,5%)

Fifteenth statement is regarding Samsung Smartphone purchase decisions than any other brand. The majority of respondents answered neutral as much as 37%. This is because other brand smartphones provide quality and competitive prices to consumers, so that consumers have many choices, for example are Oppo, Lenovo, and Xiomi. Sixteenth statement is the recommendation Samsung Smartphone. The majority of respondents answered neutral as much as 39,5%. When buying smartphones, consumers will tend to look at the brand's name first, and then find out the specifications of the smartphone, and finally compare the brand with other products before deciding to choose a smartphone. Therefore, consumers would rarely buy because of a recommendation from a friend. Seventeenth statement is regarding the re-purchasing of Samsung Smartphone. The majority of respondents answered neutral as much as 39.5%. This is because the development of technology affects many competitors to make the latest innovations in creating a smartphone that has a high qualification but with lower price. Eighteenth statement is about the buying habits Samsung Smartphone. The majority of respondents answered neutral as much as 34,5%. It relies on the behavior of consumers in choosing the products to be purchased, for example, in women, they are more likely to buy an iPhone and Samsung first because they have well-known brand, and less concerned about the specifications of the smartphone advantages and disadvantages. While men are more likely to learn the advantages and disadvantages of the features, quality and price of the smartphone as considerations, but they tend to care less about brand.

4.12 Multiple Linear Regression Analysis

TABLE 4.4 MULTIPLE LINEAR REGRESSION
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,536	,817		,656	,512
	X1	,263	,054	,268	4,918	,000
	X2	,263	,025	,577	10,572	,000

Regression coefficient of Segmenting Strategy is (= 0.268). It means that, if there is an increase in the value of Segmenting Strategy, it will influence purchasing decision as 26,8%. It causes a positive relationship between the variables X2 with variable Y. It means that with a better Segmenting Strategy, the consumer will make a purchase decision. Regression coefficient of Positioning Strategy is (= 0.577). It means that, if there is an increase on the value of Positioning Strategy, it will influence purchasing decision as 57,7%. It occurs a positive relationship between the variables with variable Y. The better the positioning strategy is, the better it will be for the consumer to make a purchase decision of the product.

4.13 Test T (Hypothesis Testing Partially)

TABLE 4.5 HYPOTHESESs TESTINGTHE EFFECT OF VARIABLE X TO Y

Hypothesis	Significance	Alpha 0,05	Conclusion Sigf <0.05
There is a significant influence on purchasing decisions segmenting strategy	0,000	0,05	Supported
There is a significant influence on purchasing decisions positioning strategy	0,000	0,05	Supported

Hypothesis statement:
H0: Partially no significant effect of variable X to variable Y
Ha: Partially significant effect of variable X to variable Y

Table 4.5 shows that the number of all significant value of X is smaller than 0.05 so Segmenting Strategy (X1), and Brand Positioning Strategy (X2) partially have a significant influence on the Purchasing Decision (Y).

4.14 F Test

TABLE 4.6 F TEST
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1513,188	2	756,594	125,652	,000[b]
	Residual	1186,207	197	6,021		
	Total	2699,395	199			

Because the F count larger than F table (125,625 > 3,04), then Ho is rejected and Ha accepted and it is significantly below the value specified alpha of 5% then it can be statistically concluded that X1 (Segmenting), X2 (Brand Positioning), positive influence on the decision Samsung smartphone purchases in Indonesia.

4.15 Determination Test Adjusted R^2

TABLE 4.7 DETERMINATION ANALYSIS (ADJUSTED R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,749[a]	,561	,556	2,45384

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Table 4.19 shows the value of $Adjusted\ R^2 = 0,556$. This means that segmenting strategy, targeting strategy, positioning strategy have contribution to the purchasing decision variables as 55,6%. The remains, which is 44,4%, are influenced by other variables that are not examined in this study, for example the promotion mix, corporate social responsibility, brand equity, and the others.

V. CONCLUSION

Based on the results and discussions that have been carried out, the conclusion of this research is that Segmenting Strategy (X1) and Brand Positioning Strategy (X2) have a significant influence on the Purchasing Decision (Y) based on the following considerations:

1. The results of significant level in the T-test obtained by Segmenting Strategy (X1) is 0,000 and Positioning Strategy (X2) is 0,000 which are both under 0,005 so they have partial influence on purchasing decision variable.
2. The F-test in the ANOVA table test shows that the independent variables statistically significantly predict the dependent variable. F Count is lower than F Table (125,652< 3,04).
3. The test results adjusted R2 has a value of 0.572. This means that the variable Strategy Segmenting, Targeting Strategy, and Positioning Strategy have role in contributing as Purchase Decision variable by 55,6% and the 44,4% remains are influenced by other variables not investigated in this study; for examples are the promotion mix, corporate social responsibility, and brand equity.

ACKNOWLEDGEMENTS

REFERENCES

Epetimehim, Festus. 2011. "*Market Segmentation; A Tool For Improving Customer Satisfaction and Retention In Insurance Service Delivery*". JETEMS. pp. 62-67

Hasan and Craft. 2012. "*Examining World Market Segemntation And Brand Positioning Strategies*". Emerald Insight. Vol 29 Iss 5 pp. 344-356.

Kotler, Philip., and Armstrong, G. 2012. *Principles of Marketing*. Upper Saddle

River, New Jersey: Prentice Hall.

Kotler, Phillip and Keller. 2012. *Marketing Management*, *10th Edition*. New Jersey:Prentice Hall.

Laroche, Cleveland. 2011. "*Identity, Demographic, and Consumer Behaviors: International Market Segmentation Across Product Catagories*". Emerald Insight. Vol 28 Iss 3 pp 244-266.

Mooiji, De. 2004. "*Consumer Behavior and Culture: Consequences for Global Marketing and Advertising*". Sage. Thousand Oaks. CA.

Olsanova. Lhotakova. 2013. "*The Role of Positioning In Strategic Brand Management Case Of Home Appliance Market*". G.J.C.M.P. Vol 2.

Ray and Choudhury. 2015. "*Factor Affecting Consumer Decision Making For Purchasing Selected Home Appliance Product Based On Market Segmentation*". Quest Journal. Vol 3 Issue 2.

Razak, Syahrul .2014.*Analisis Strategi Positioning Terhadap Keputuan Pembelian Konsumen Rokok Makasar.* Undergraduate thesis. University of Hasanudin. Indonesia. (not published).

Sekaran, Uma. 2010. *Research Methods for Business Edisi I and 2*. Jakarta: Salemba Empat.

Simanjuntak, Krisna Uli. 2012. *Analisis Segmentasi Pengguna Mobile Internet Melalui Handphone: Studi Kasus Wilayah Jabodetabek. Undergraduate thesis*. University of Indonesia (not published).

Solomon, Michael .2012. *Marketing 7E Real People Real Choices.*Upper Saddle River, New Jersey: Prentice Hall.

Srivastava, Gautam. 2013. *Brand Positioning Of Automotive Lubricant In Indian Market.* The IJM. Vol 2 Issue 4

Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Alfabeta. Bandung.

Trend Force. 2017. "Reports Global Smartphone Production Volume Totaled 1.36 Billion Units; Samsung Held On as Leader While OPPO and Vivo Burst into Global Top Five". http://press.trendforce.com/node/view/2741.html

Wijaya, Serli. 2006. *Analisis Segmentasi, Penentuan Target dan Posisi Pasar Pada Restoran Steak dan Grills di Srubaya. Undergraduate thesis*. University of Kristren Petra. Surabaya (not published).

Wikipedia. 2016. "Logo Samsung". https://id.wikipedia.org/wiki/Samsung.