



Result of Survey

List Of Questions Used

The list of Questions being used was modified from a list of survey questions from a thesis titled “PENGARUH GAYA HIDUP, HARGA, DAN CITRA MEREK TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE MEREK IPHONE(Studi Kasus pada Mahasiswa Fakultas Ekonomi UNPRI di Kota Medan)”. We have separated the question with four themes there are :

- The respondent's lifestyle
- The respondent's opinion on the smartphone worth based on price
- The respondent's opinion on brand image
- The respondent's buying decision

List Of Questions Used

The list of questions that has been modified are as follows:

The first three question is questioning the respondent lifestyle

1. I can use my smartphone in completing my college assignments.
2. I use my smartphone to update the latest news that is happening in the world and the environment around me.
3. I feel that the brand of smartphone product that I purchase increased my social status in my environment.

The fourth question to sixth is questioning the respondent's opinion on the smartphone worth based on price

1. The price of the smartphone that I bought is quite affordable for certain people.
2. The price of my smartphone is in accordance with the quality provided by the smartphone
3. The price of my smartphone is in accordance with the benefits obtained.

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The seventh question to ninth question is questioning the respondents opinion on brand image

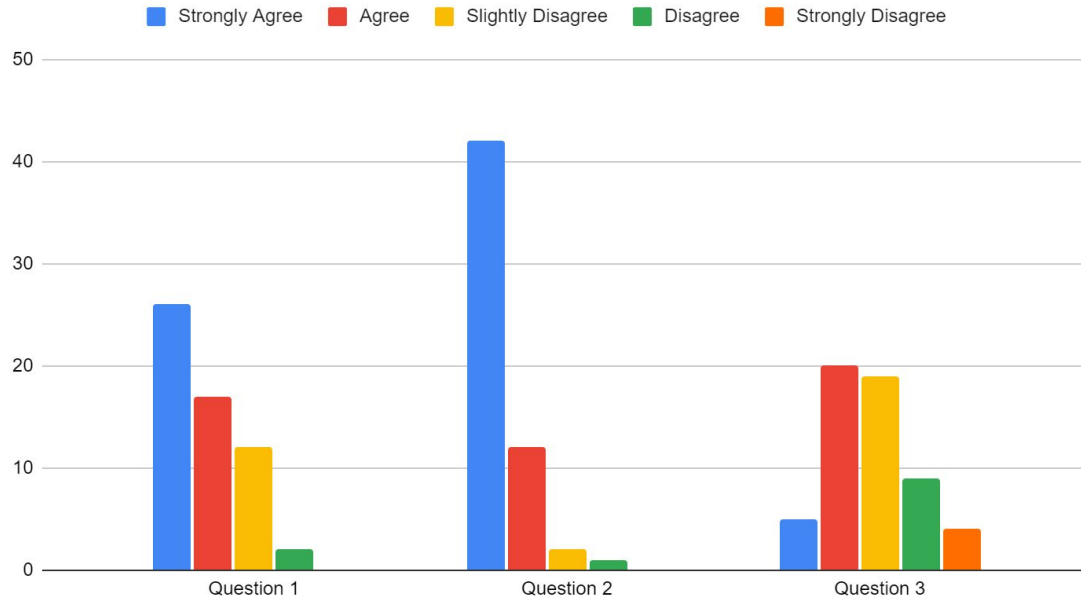
1. The benefits of the application features that a certain smartphone gives me, will influence me to make a decision to buy the smartphone product.
2. I made a decision to buy a certain brand of smartphone product after paying attention to the overall quality of that smartphone product.
3. The brand of the smartphone products that I use increased my confidence.

The tenth question to thirteenth question is questioning the respondents buying decision

1. I bought my smartphone because of a compelling need to fulfil the desire to communicate.
2. I get information about the smartphone brand that I use from family, friends, and neighbours.
3. Before making a purchase, I have compared my smartphone brand with other smartphone brands.
4. The brand of smartphone that I choose to buy is the right decision.

Question 1-3

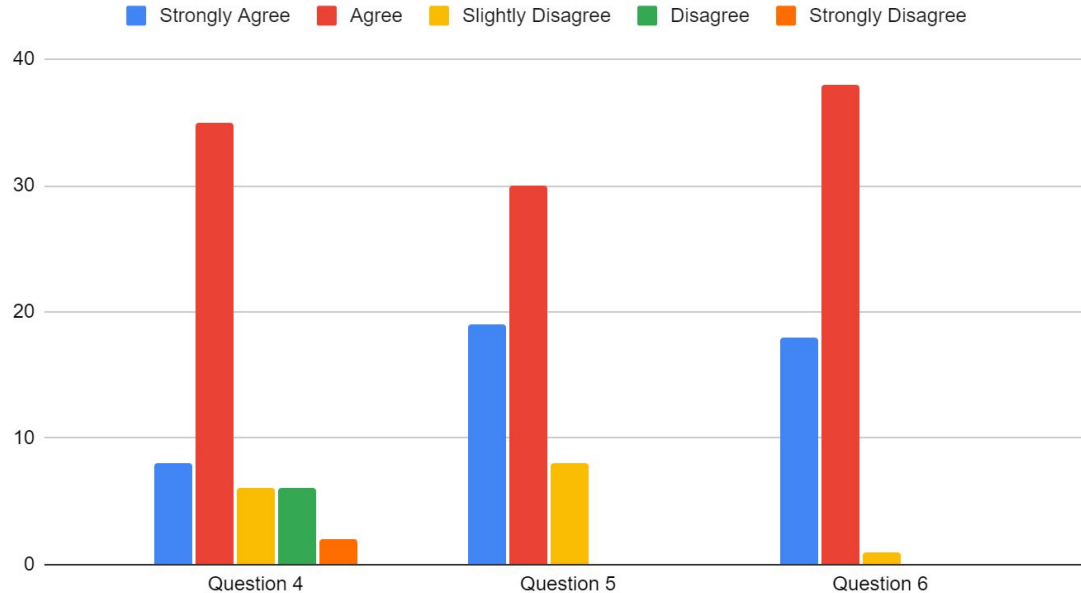
Lifestyle



The third question “I feel that the brand of smartphone product that I purchase increased my social status in my environment.” For this question, the respondents are divided into 5 groups with almost equal numbers agreeing and disagreeing with the majority disagreeing with the question. With 29 people voting disagreeing with the statement. We can conclude that some people associate a certain brand with social status while some may not agree on that statement.

Question 4-6

Price

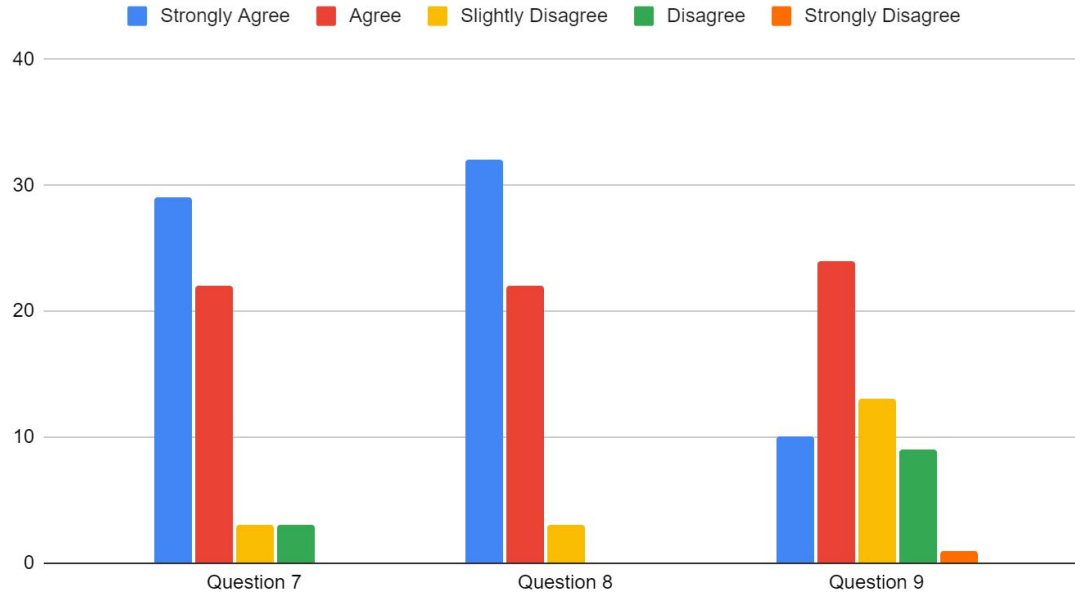


The fifth question “The price of my smartphone is in accordance with the quality provided by the smartphone”, the respondents were divided into 3 groups with the majority with 49 people agreeing and the least voted slightly disagreeing with only 8 people. Proof that the majority of people will consider the price of a smartphone as a factor to their smartphone preference.

For the sixth question “The price of my smartphone is in accordance with the benefits obtained”, the respondents were divided into 3 groups with the majority 38 people strongly agreeing, the second least voted “agree” with only 18 people, and the least with only 1 person slightly disagreeing. Proof that the majority of people will consider buying a certain brand of a smartphone while looking for the benefits the consumers can gain.

Question 7-9

Brand Image

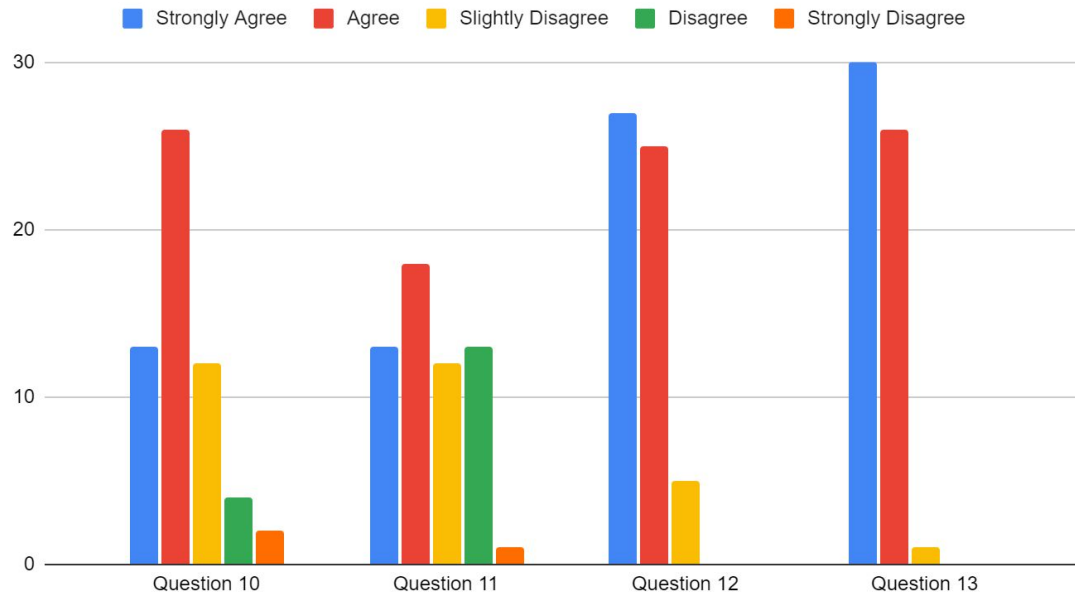


The eighth question “I made a decision to buy a certain brand smartphone product after paying attention to the overall quality of that smartphone product.”. The data tell us that the majority of the respondent strongly agree or agree on proofs that the quality of smartphones will affect the people's decision on what smartphone to buy

The ninth question “The brand of the smartphone products that I use increased my confidence.” The data showed us that almost an equal amount of people will feel more confident with a certain brand of smartphone while fewer people feel unaffected by the smartphone they are using.

Question 10-13

Buying Decision



The tenth question “I bought my smartphone because of a compelling need to fulfill the desire to communicate”, the respondents were divided into 5 groups with the majority with people agreeing and the least voted disagree and strongly disagree. Proof that the majority of people bought their smartphones because of a compelling need to fulfill the desire to communicate.

For the twelfth question “Before making a purchase, I have compared my smartphone brand with another smartphone brand”, the respondents were divided into 3 groups with the majority with people strongly agreeing and the least voted slightly disagreeing with only 5 people. Proof that the majority of people have compared their smartphone brand with other smartphone brands before purchase.