

ABSTRACT

ANALYSIS OF EFFECT OF LIFESTYLE, GROUP OF REFERENCE AND MARKETING MIX TOWARD CUSTOMER LOYALTY SMARTPHONE BRAND SAMSUNG GALAXY NOTE III & IV IN BANDAR LAMPUNG

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Consumers in the purchase behavior will reflect their response to various stimuli (stimuli) are visible marketing of the responses of the various forms of container products, prices, promotions and other item to another is very helpful marketing manager in pricing, distribution designing, implementing promotions appropriate and acceptable to the public.

Problems in this study is: Does the lifestyle, the reference group, the marketing mix, has an influence both (together) or partial simultaneous customer loyalty Samsung Galaxy Note III and IV in Bandar Lampung?

The hypothesis formulated: Variable Lifestyle, Reference Group, Marketing Mix (X) significantly affects consumer loyalty (Y) Samsung Galaxy Note III and IV in Bandar Lampung.

After analyzing the obtained results indicate that lifestyle variables, reference groups, and the marketing mix has a significant influence on consumer loyalty Samsung Galaxy Note III and IV in Bandar Lampung acceptable to the effect by 32.7%. This is because the probability of the value of the F test count is smaller than the value of 0:05 ($0.000 < 0.05$). Lifestyle variables have the greatest impact, namely 58.8%, the second largest variable effect is variable marketing mix at 30.2%, the variable is a variable reference group with the smallest effect amounting to 28,6%.

Suggestions put forward are as the brand holder Smartphone Samsung Galaxy Note III and IV should maintain the products sold are products that pay attention to style hidup.artinya products sold must be the product with the latest information and telecommunications technology so that consumers who shop knowing that the product they purchased a sophisticated product.

Keywords: Lifestyle, reference group, Marketing Mix, Loyalty