

## **ABSTRAK**

### **THE INFLUENCE OF SEGMENTING STRATEGY AND BRAND POSITIONING STRATEGY ON PURCHASING DECISION (STUDY AT SMARTPHONE SAMSUNG IN INDONESIA)**

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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 STP strategy on Samsung smartphones in Indonesia on purchasing decisions is shown by the equation  $Y = 0.268 X_1 + 0.577X_2$ . 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.