

THE INFLUENCE OF PRODUCT PACKAGING AND FEATURES TO THE PURCHASE ANDROID SMARTPHONE

IAN NURPATRIA SURYAWAN

STIE Trisakti
ian_nurpatria@yahoo.com

STEFANI

Universitas Tarumanagara
stepz_one@yahoo.com

SETIA TJAHYANTI

STIE Trisakti
tia@stietrisakti.ac.id

Abstract: Several things are to determine by choice of consumers on smartphone is processor speeds, to run an application the amount of memory, the magnitude of storage capacity, the degree of clarity during the screen to the degree of clarity camera, the prices of service purna sell, and the ease of use. This time the system of operations much used is android. Every manufacturer smartphone trying to keep smartphone the results of its production be the best in the market. Hence, producer smartphone uses advertising, distribution and cooperation with several operators to attract customers. Each company smartphone having identification and market segmentation cloistral. The purpose of the study is to provide empirical evidence of the influence of the features and packaging of the product on purchasing decisions Smartphone. The results of this study demonstrate the look of the product affect the purchasing decisions Smartphone. While, Smartphone product features do not have influence on product purchase Smartphones.

Keywords: Features, product packaging, android, smartphone

Abstrak: Beberapa hal yang menentukan oleh pilihan konsumen pada Smartphone adalah kecepatan prosesor, untuk menjalankan sebuah aplikasi jumlah memori, besarnya kapasitas penyimpanan, tingkat kejelasan selama layar dengan tingkat kejelasan kamera, harga layanan purna jual dan kemudahan penggunaan. Kali ini sistem operasi yang banyak digunakan adalah android. Setiap produsen Smartphone berusaha untuk menjaga Smartphone hasil produksinya menjadi yang terbaik di pasar. Oleh karena itu, produsen Smartphone menggunakan iklan, distribusi dan kerjasama dengan beberapa operator untuk menarik pelanggan. Setiap Smartphone perusahaan yang memiliki identifikasi dan

segmentasi pasar tersendiri. Tujuan penelitian adalah memberikan bukti empiris pengaruh fitur dan tampilan produk terhadap keputusan pembelian Smartphone. Hasil penelitian ini menunjukkan tampilan produk mempengaruhi keputusan pembelian Smartphone, sedangkan fitur produk Smartphone tidak memiliki pengaruh pada Smartphone pembelian produk.

Kata kunci: Fitur, tampilan produk, android dan smartphone

INTRODUCTION

Along with the times, technologically more advanced and easy to use for all walks of life. One of the most frequently used technology is a smartphone and tablet. At the moment there is a wide selection of branded smartphones and tablets. Smartphones and tablets have different operating systems including android, IOS, and windows 8. Users are free to determine the options according to your needs and prices. At this point, the smartphone evolves into a means of communication which is very important not only for businesses but also for students. The Smartphone is an integral part of everyday life in the socialization of modern society. The Smartphone is one of the technological developments that are most commonly used and needed by all circles of the society. Many companies or agency always follow changes and technological developments by doing the replacement computer with Smartphones to perform a basic job.

At the moment, everyone prosecuted for having smartphone. Most of the users use smartphone kind of android because of technological development android is very fast. In research is aimed to invite readers more know why smartphone android more used by a community of various parties. In addition of this research was also meant to know several factors that causes people made a choice for a kind of android and brand smartphone that will be used.

Any smartphone having between advance (user interface) different so that users will get different experiences of brands smartphone different e.g. nature ui smartphone on Samsung galaxy series that uses splashing

water to open screen in position locked. Smartphone having variation the price of low end, mid end and high end. One reason consumers choose smartphone with tiers the high end is to follow trend and lifestyle of today. Many consumers from smartphone who buys a product smartphone because want to satisfy his desire than to meet a need in using smartphone. Purchase smartphone new will cause needs other products the related e.g. accessories smartphone and simcard. Problems that most often appear while the it is consumers often feel not satisfied with smartphone it holds the current thus causing sales smartphone in market increase.

Android Smartphone users prefer the features and mobile forms in deciding to buy a smartphone. Some Smartphones have a feature that distinguishes a flagship smartphone to each other, but there are also smartphones that have only basic features. Smartphones can be called a premium when having a shape and a sturdy making material. Not all smartphone use aluminum or glass for the back cover. Customers prefer a smartphone that has a well-known brand as it tends to have lot of features and accessories which can be connected with the smartphone wirelessly.

The research problem is variable influence the features and packaging of the product against the product purchasing decision Android Smartphone. The benefits of this research is conducted (1) for smartphone developer company, expected help smartphone companies as a comparison, consideration, determine next steps and determine variable that can be increase sales in the future; (2) For the smartphone consumer and smartphone devotees, as a contribution to the knowledge of the literature

and additional materials for smartphone can choose the product especially at the time of purchase decisions.

Understanding of Technology and Communication

Technology literally derived from latin namely *texere* which means to arrange or build. The term technology that we use here limited to a means of communication that is smartphone. According to Roger (1983) technology is a plan or design to an auxiliary apparatus the act of reducing uncertainty in the dealings of cause and effect to achieve a desired results. While communication is a process of conveying a message (an idea or ideas) from one party to another party to happen affect each other. Communication was done using spoken and written.

A way to make communication can run well must have the components of a communication that is (Laswell 1978) the sender is a party who gives a message to other parties, a message is the contents of which will be delivered by one party to another, channel is medium used to convey a message, the recipient (receiver) is a party who receive messages from other parties, feedback systems is responses from the receiver messages while message received the contents.

Understanding of Smartphone

Smartphones are mobile phones that have a high level of ability that functions almost the same with a computer. For some people the phone is a great phone that works smart and use the entire operating system software that provides the standard relations and fundamental to application developers. According to Samsung Chief Strategic Officer of Young Sohn, smart phone is different from ordinary mobile phones from how they are made and what they can do.

Most instrument who categorized as smartphone using operating systems that are different. In the event features, most smartphone give full support facility to roam the world cyber mono-functional officers personal are complete. The function may be declared smartphone,

other like the keyboard qwerty, touchscreen, d-path, the camera, coalition speed, navigation software and loudly, ability to read documents business, music player, explorer photos, looking at video clips, surf internet, or just about access to open data of the company, security as offered by android.

Understanding of Android

Android is an operating system that is based on a modified version of Krenel Linux for mobile phones like Smartphones and tablets. Android was first released for the Prime on November 5, 2007 by Andy Rubin, who is currently known as the father of android. Android OS is different to that used the Iphone, since android is open source, meaning developers nor users can modify and customize the operating system for each of their smartphones. Therefore, android has a different interface even though it uses the same operating system.

Android was developed by Google and first began to be used by some of the smartphone. The first Smartphone using the android operating system is followed by HTC, Motorola Droid and developed extensively by Samsung Galaxy model series. Name of Android is starting as a robot designed to look and act like humans. Android on personally developed was later bought by Google in 2005.

This is a sharp contrast from the Iphone Android and Windows phone. The hardware of the iPhone made by Apple and Windows Phone hardware was made by Microsoft (later used by Nokia profit sharing principles Lumia). While android phones can be created by anyone, developed by anything and can run on any network. Android starts to become the market leader in 2011 and is led by Samsung.

Understanding of Features

According to Williamson (1983) the feature is something that is more free and organized with the purpose of individual style. Specifically, among the users of the product has a value for the feature. Recommended use

to sell a product and distinguish each other. The selected feature is where customers choose one of the many options. Features have many categories and groups, a category can be a feature of some groups, for example, the color category feature consists of groups of colors red, green, blue, etc. Product features commonly likened to a product category. By dividing the product category, then the consumer can have the ability to search for products, because when customers find a category that is adapted to existing features then the consumer will choose the product.

Product features have a key role to make a good product. The key feature of the product is composed of several types, namely factory capability, resource utilization, prescription products, product quality assurance, date of print products, project management, care management and prevention, statistical process control.

A feature is a work that is creative, subjective, especially meant to make glad, and provide information to the reader about a product or aspect of the product. Romli explains that there are a number of existing features of research, so that it can be found several characteristic features, among others (1) Having the meaning of human interest, writing features give an emphasis on the fact that is considered capable of moving the emotions, entertaining, or eliciting empathy. A feature containing terms of human interest because it is more toward understanding; (2) There is a literary element, features must contain a literary so it can be printed factor and informative against a product as of information for users of the products.

Features characteristics (1) Creative, allows manufacturers to create a fictitious form of research rather than fact; (2) Subjective, a feature must use a first person perspective as a way of getting the facts about a product; (3) Informative, features tend to value information about member products or aspects of products that are useful to the community; (4) Entertaining, a feature should have different colors so that users understand the usefulness of these

features in a product; (5) Not limited by time, features will never be obsolete by the time or dateline because a feature is attached to a product.

The more features, the products offered by the manufacturer, then the consumer will be more satisfied with their needs. According to Armstrong and Kotler (2007) feature is a tool of competition to distinguish the company's products to similar products that become competitors.

The Appearance of a Product

According to Armstrong and Kotler (2007) product is all the things that are offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire/ need.

According to Blaiich and Blaiich (1993) display the products contribute to the appearance of the product through the influence of the actual management refers to the characteristics of the products. Product overview is divided into hard and soft values (hard and soft values). It must be Hard to correct values can satisfy consumers while the soft values relating to products that are environmentally friendly, easy to use and shape differences. Product makers must unite all hard values and soft values against a product. Features shown a negative impact can neutralize the product from a product.

A product to smartphone consumers is divided into two segments, namely (1) Products for daily needs, consumer products and services purchased by consumers for personal consumption; (2) Shopping products, shopping products and services consumers who purchased less frequently and customers compare the suitability, quality, price and style of the product carefully.

The form is very important to improve the merchandise, making it easier for customers to visualize how the goods to be traded is visible on them. The form of smartphones such as the cell phone, cell phone, and a color picture of a mobile phone can be shown by using a prototype (Budyatna). Accessories are also very important in determining the appearance of the product,

because any accessories can change the shape of product. Not only the form, but the packaging is also important to specify the appearance of the product, because the packaging is the closest thing was first seen by customers. Attractive packaging tends to be preferred because customers are able to display a better initial impression.

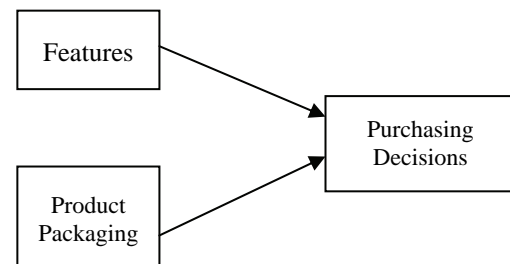


Figure 1 Conceptual Framework

RESULTS

Validity and Reliability test can be seen on a table 1

Table 1 Validity and Reliability Test

Variable	Item	<i>Corrected Item Total Correlation</i>	Value of Cronbach Alpha
Features	X11	0.536	0.689
	X12	0.455	
	X13	0.509	
	X14	0.446	
	X15	0.383	
Product Packaging	X21	0.482	0.731
	X22	0.536	
	X23	0.318	
	X24	0.592	
	X25	0.534	
Purchasing Decisions	Y1	0.457	0.750
	Y2	0.608	
	Y3	0.499	
	Y4	0.635	

As for the number of student respondents in this study amounts to 100 students the X campus attendees business law courses, job evaluation and Performance Appraisal (EPPK) and compensation management. The sampling method used is the purposive sampling as described by Supranto (2007) as a sampling technique that is part of the sample the non-probability is not random. These samples are summarized in a statistical description which is then checked for validity and reliability of the

data used. The Data is valid and reliability is then analyzed by researchers using regression methods.

Table 2 T test

Variable	B	Sig	Tol	VIF
Constant	10.274	0.000		
Features	0.084	0.370	0.984	1.016
Product Packaging	0.161	0.028	0.984	1.016
$F_{2,97} 3.211, sig. 0.045$				

From these results it is known that the product packaging has an impact on purchasing decisions because the value of meaningful value 0.028 significance bellows 0.05.

CONCLUSION

The results of this research demonstrate the product packaging is affect the student of X campus in making purchases, while Smartphone product features do not have influence on product purchase smartphones.

REFERENCES :

- Armstrong, Garry dan Philip Kottler. 2007. *Marketing An Introduction*, Eight Edition. New Jersey: Pearson Education.
- Blaich, Robert dan Janet Blaich. 1993. *Product Design and Corporate Strategy*. New York: Mc Graw-Hill, Inc.
- Laswell, Harold Dwight. 1978. National Academy of Science in the Signature of Power: Buildings, Communication, and Policy, June.
- Muhammad Budyatna, M.A:221, Gatra Magazines
- Romli, Asep Syamsul M. Tempo Magazines. Issue 9.
- Sugiyono. 2003. *Metode Penelitian Bisnis*, Fifth Edition. Bandung: CV. Alfa.
- Supranto, J. 2007. *Statistik 2*. Jakarta: Erlangga Publisher.