

ABSTRAK

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi *market share smartphone* samsung, serta perumusan strategi peningkatannya. Penelitian ini dilakukan di Surabaya. Variabel-variabel yang digunakan pada penelitian ini yaitu citra merek, kualitas, harga, keunggulan bersaing, inovasi produk, budaya, sosial, psikologis, pribadi, dan periklanan menggunakan metode analisis faktor, matrix SWOT, dan matrix BCG. Pengumpulan data dilakukan dengan menggunakan kuesioner serta data penjualan *smartphone* samsung. Berdasarkan hasil analisis diperoleh delapan faktor yang mempengaruhi *market share smartphone* samsung yaitu faktor kelas sosial, iklan, kualitas, keyakinan pelanggan, penilaian, keunggulan produk, motivasi pelanggan, dan kelompok referensi. Sedangkan strategi yang diperoleh dari matrix SWOT dan matrix BCG yaitu membuat iklan yang inovatif dan meyakinkan serta selalu melakukan inovasi-inovasi desain dan varian terbaru yang membedakan produk lain.

Kata kunci: Analisis Faktor, Matrox SWOT, Matrix BCG, *Smartphone*, Samsung

ABSTRACT

This research was conducted to find out the factors that influence the market share of samsung smartphone, and the formulation of its improvement strategy. This research was conducted in Surabaya. The variables used in this research are brand image, quality, price, competitive advantage, product innovation, culture, social, psychological, personal, and advertising using factor analysis method, SWOT matrix, and BCG matrix. Data was collected by using questionnaires and sales data of samsung smartphone. Based on the analysis results obtained eight factors that affect the samsung smartphone market share of social class factors, advertising, quality, customer confidence, assessment, product superiority, customer motivation, and reference groups. While the strategies derived from the SWOT matrix and BCG matrix is to create innovative and convincing ads and always make the latest design innovations and variants that differentiate other products.

Keywords: *Factor Analysis, SWOT Matrox, BCG Matrix, Smartphone, Samsung*