

## **ABSTRAK**

Habib Al Hibatullah, Analisis Sikap Konsumen Terhadap Produk *Smartphone* (Studi Pada Konsumen *Smartphone* Oppo dan Vivo di Kecamatan Tanjunganom Kabupaten Nganjuk). Dibawah bimbingan Triana Setiyarini, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap smartphone Oppo dan Vivo pada konsumen Oppo dan Vivo di Kecamatan Tanjunganom, Nganjuk. Penelitian ini dilakukan dengan metode deskriptif kuantitatif. Teknik pengambilan sampel menggunakan non probability sampling dengan metode purposive sampling sebanyak 100 Oppo dan 100 Vivo. Teknik analisis yang digunakan adalah analisis Fishbein. Hasil penelitian menunjukkan bahwa sikap konsumen terhadap smartphone Oppo secara keseluruhan adalah baik, dan sikap konsumen terhadap smartphone Vivo secara keseluruhan adalah cukup baik.

Kata kunci: sikap konsumen, atribut produk, model sikap fishbein

## **ABSTRACT**

*Habib Al Hibatullah, Analysis of Consumer Attitudes towards Smartphone Products (Study on Oppo and Vivo Smartphone Consumers in Tanjunganom District, Nganjuk Regency). Under the guidance of Triana Setiyarini, S.E., M.M.*

*This study aims to determine consumer attitudes towards Oppo and Vivo smartphones on Oppo and Vivo consumers in Tanjunganom District, Nganjuk. This research was conducted by quantitative descriptive method. The sampling technique used non-probability sampling with purposive sampling method as many as 100 Oppo and 100 Vivo. The analytical technique used is Fishbein analysis. The results of the study indicate that consumer attitudes towards Oppo smartphones are generally good, and consumer attitudes towards Vivo smartphones are generally quite good.*

*Keywords: consumer attitudes, product attributes, fishbein attitude model*