

ABSTRAK

**PERBEDAAN KOMITMEN PELANGGAN HANDPHONE SAMSUNG DAN
HANDPHONE OPPO**

(Studi Kasus Masyarakat Pengguna Handphone Samsung dan Handphone Oppo di Wilayah
Kecamatan Rantepao, Kabupaten Toraja Utara, Provinsi Sulawesi Selatan)

Anggrainy Irene Runtunuwu
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui Perbedaan Komitmen Pelanggan Handphone Samsung dan Handphone Oppo. Penelitian ini dilakukan pada bulan Januari 2018 di daerah Kecamatan Rantepao, Kabupaten Toraja Utara. Populasi dalam penelitian ini adalah masyarakat pengguna Handphone Samsung dan Handphone Oppo. Pengambilan sampel menggunakan metode *Purposive Sampling* dengan jumlah responden sebanyak 100 responden dan 100 sampel tersebut terdiri dari 50 responden pengguna Handphone Samsung dan 50 responden pengguna Handphone Oppo. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan *Uji t-Independent*.

Dari penelitian ini dapat disimpulkan bahwa terdapat perbedaan komitmen pelanggan Handphone Samsung dan Handphone Oppo. Di mana komitmen pelanggan Handphone Samsung dengan skor 3,18 yang artinya komitmen pelanggan Handphone Samsung cukup baik, sedangkan komitmen pelanggan Handphone Oppo dengan skor 4,21 yang artinya komitmen pelanggan Handphone Oppo sangat baik.

Kata Kunci: Komitmen pelanggan

ABSTRACT

THE DIFFERENCES OF COMMITMENTS OF SAMSUNG AND OPPO HANDPHONE'S CUSTOMER

(Case Study of Samsung and Oppo Handphone's Users in District of Rantepao, North Toraja, South Sulawesi Province)

Angrainy Irene Runtunuwu
Sanata Dharma University
2018

The purpose of this study is to find out about the differences of commitment of Samsung and Oppo handphone's customers. The study was done in January 2018 in district of Rantepao, North Toraja. The population of this study are people who use Samsung and Oppo handphone. The sampling used *Purposive Sampling method* with the total of 100 respondent consisting of 50 Samsung handphone's users and 50 Oppo handphone's users. The data collection technique used questionnaire. The data analysis used *t-Independent test*.

From this research can be concluded that there are differences of commitment of Samsung and Oppo handphone's customers. The score of commitment of Samsung handphone's customer is 3,18 which means the commitment is quite good, whereas the score of commitment of Oppo handphone's customers is 4,21 which means the commitment is very good.

Keyword: Customer's commitment