

Wiwik Fikriyah. 2014. Thesis. The title influence of Mobile Samsung Android product attributes To customer satisfaction (Study At the Faculty of Economics new students Force 2013 Ma'had the daughter of Sunan Ampel Al-Ali UIN Malang)
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Samsung is the largest electronics manufacturer in the world, and is headquartered in Seocho Samsung Town, Seoul, South Korea. It is the icon of the Samsung Group, which is the South Korea's largest conglomerate. The development of mobile Samsung at the moment that is thriving is the Samsung android. Even the popularity of the Apple iPhone beat Samsung mobile.

This research aims to know and examine the influence of simultaneous, partial and dominant product attributes which include pricing, product availability, brand, Price, availability of spare parts and after sales Service to customer satisfaction mobile Samsung android on Freshman Economics Force 2013 Ma'had the daughter of Sunan Ampel Al-Ali UIN Malang. This research is quantitative research. In this study, the population is all of the new students of economic Faculties android Samsung mobile users. Because the number of populations has been known with certainty of 122 respondents, then the sample size is determined using the formula so that the sample Slovin used of 55 respondents. Methods of analysis used in this study was multiple linear regression.

Results of testing using multiple regression with t-test and F-test yielded the conclusion that free variables are jointly sixth and in a partial effect on customer satisfaction. These results can be seen from the significant value of F-test that shows that significant value smaller than 0.05 with a value of F is greater than the count of F his table. And the significance of the value smaller than 0.05 with a value t calculate is greater than t his table. Among these six variables which influence significantly to customer satisfaction, product availability variables are the variables that affect most dominant towards customer satisfaction.