

ABSTRACT

Herman Suprayugo, 2012 Thesis. Title: "Analysis of Factors Psychographic Segmentation Cell Phone Nokia Brand Users in the city of Malang".

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Keyword : Segmentation, psychographic segmentation Factors

With the condition that the higher the competition among telecommunication companies engaged in the production of mobile phones, all companies raced each other to expand the market in order to get more customers. The expectation of a direct expansion of the market is to increase sales and maximize profits, so the company will sustainability. However, there are some things that should be understood as the producer companies, that more and more consumers will be more difficult to recognize companies customers carefully, especially about the factors inherent in the use of consumer products offered and the underlying reasons. The purpose of this study was (a) Knowing the character factor consumers (activities, interests, and opinions) based on psychographic segmentation Nokia brand mobile phone users in the city of Malang and (b) What are the factors that most influence on psychographic segmentation found on the consumer brand of cell phone users Nokia in Malang.

Research location in Malang, while used analysis tools in this research is to use the validity and reliability of the test instrument and apparatus using a factor analysis. Attributes or variables considered in this study is work, community, leisure, family, media, success, lifestyle, future, culture.

These results indicate that, the rotation of the factor analysis method respondents Nokia brand mobile phone users in the city of the poor can be concluded that the 24 sub-variables can be reduced to nine factors, namely: (a) work (b) media. (c) people (d) lifestyle (e) holiday (f) future. (g) the family (h) culture (i) success.