

## ABSTRACT

Nur Ihyaini, Miftiha. 2015. *Influence of Big Five Personality towards Brand Image Samsung Mobile In Teens of SMPN 5, Malang*. Thesis. Department of Psychology at State Islamic University Maulana Malik Ibrahim, Malang.

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Samsung mobile phone is a mobile phone which occupies the first rank against other mobile phones that have the same good brand image. Consumers in purchasing a product brand is influenced by aspects of personality that makes it bound to a brand. Various consumers have different personalities, whereas the average consumers of Smartphone are teens which are in the low level of attachment to a brand. Thus, the researcher wants to explore whether there is influence of big five personality and brand image of Samsung mobile phones towards teenagers in State Junior High School 5, Malang.

This study aims to know the effect of big five personality towards the brand image of Samsung mobile phones against teenagers in State Junior High School 5, Malang. The subjects of this study were the students of State Junior High School 5, Malang, class VII, VIII, XI, with 318 students as samples. The method used is quantitative method with purposive sampling. Big five personality variable was using questionnaires inventory (BFI), while variable big five inventory was using questionnaire brand image.

Results of this study are as follows: the big five personality *neuroticism* dimensions variable had a high value marked with 100 (31.4%) students. Extraversion had a high value which was indicated by 56 students (18.2%). Openness had a high value which is indicated by 56 students (18.2%). Agreeableness have high values characterized by generating 59 students (18.6%) students had a high level of agreeableness. Conscientiousness had an average value which is indicated by 38 (12%). Students who had average conscientiousness for brand image had an average value which was marked with 287 (90.3%) students.

Results of the data analysis showed the value of  $F = 3.090$  and  $Sig = 0.010$  ( $p < 0.05$ ), which means that big five personality influenced towards brand image Samsung mobile phones against teenagers of Junior High School 5, Malang. Effective contribution of big five personality variable on brand image was showed by the determinant coefficient  $R^2 = 0.047$  or by 47%. That results showed that the big five personality contributes by 47% to 53%. Thus, there are still 53% of other factors that can affect the brand image.