

ABSTRACT

This research was conducted to determine the effect of customer perceived value on Samsung Android smartphone user satisfaction. This research is a field study through survey. The samples used in the research is the Samsung Android smartphone users as many as 100 people and the sampling technique used was snowball sampling technique. Data analysis techniques used are validity, reliability test, descriptive test, assumptions of classical test, and linear regression test. The results of the validity test shows all valid variables, reliability test indicates all reliable variables, descriptive test of mean scores showed the highest value of emotional value. Based on linear regression analysis, the functional value and emotional value is positive but not significant effect while the social value and price value positive and significant impact on Samsung Android smartphone user satisfaction.

Keywords: functional value, emotional value, social value, price value, user satisfaction