

THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT AND CUSTOMER PERCEPTION TOWARD SALES ON SAMSUNG SMARTPHONES

UNDERGRADUATE THESIS

**Submitted to Fulfill Part of the Requirements for
Obtaining a Degree in Economics and Business
Management Business Course**



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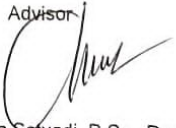
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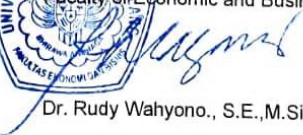

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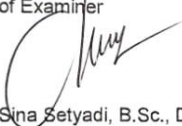
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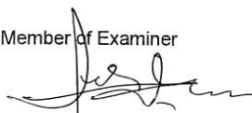
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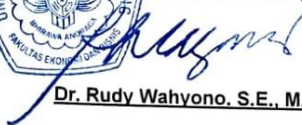
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Hereby, I would like to state that I truthfully conducted the research, wrote the above undergraduate thesis and did not do any plagiarism. If I happen to make any plagiarism concerning with my Undergraduate Thesis, I will be willing to let my academic rank repealed.

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Malang, 25 June 2023.

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ABSTRACT

Communication is one of the things that humans need. Communication is used to convey information from one individual to another. At first, information is conveyed directly from word of mouth and with print media such as newspapers, pamphlets, or brochures; unfortunately, this method takes so much time to share information in a wide range of areas. However, after the discovery of electricity and electronic devices such as radio and television, the news is easily shared worldwide but at a higher cost. Not everyone can afford it.

Because of rapid technological developments such as smartphones, many social media applications are now being developed as a medium for conveying information, such as Facebook, Instagram, and Tiktok. Social media is the most widely used advertising platform by small businesses to large corporations with lower cost and even free of charge, and everybody can use this platform to share information or even market their product.

This digital era makes it easier for prospective customers to get information about new products from Samsung anytime and anywhere. The purpose of studying Social media advertisement and customer perception is to identify whether these two factors affect sales of Samsung smartphones.

The data used in this study were obtained by distributing questionnaires to 60 respondents who met the requirements of having bought or used a Samsung smartphone and who were currently studying at the University of Merdeka Malang. The results of this study prove that social media advertising and customer perception affect sales partially and simultaneously.

Keyword : Social media advertisement, Customer perspective, Sales