



ABSTRACT

Consumer Satisfaction Analysis on BlackBerry After-Sales Service

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The objective of this research are: (1) Describe the characteristics of consumer BlackBerry users, (2) Analyzing the level of customer satisfaction with BlackBerry after-sales service, (3) Analyze the factors that affect customer satisfaction with BlackBerry after-sales service, (4) Formulate managerial implications improving customer satisfaction BlackBerry sales service. This research took 154 respondents as BlackBerry users in Jakarta. Based on the analysis of CSI (Customer Satisfaction Index) obtained information that the BlackBerry user customer who expressed his satisfaction towards after-sales service company as much as 62,2%. According to the results of factor analysis with SEM (Structure Equation Model) in mind that all variables have a significant effect on satisfaction. However there are factors that most influence customer satisfaction is the availability of spare parts in the variable factors that most influence satisfaction are attributes of give genuine spare parts.

Keywords: Customer Satisfaction, BlackBerry, After-sales Service, CSI, SEM.

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