ABSTRACT

Analysis Of Factors That Influencing Consumer In Using Nokia Cellular Phone (Case Study Nokia User Jakarta and Bogor)

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Background of this research is the demand of personal communication that increases rapidly. Cellular phone now become a must have product. People need available and accessible information, they need a mobile communication to support their daily activities. The technology development of cellular phone handset is rapidly increasing. In highly competitive industry, every companies must surviving and developing. The important thing for the companies is to retain the consumer satisfaction. Consumer satisfaction can achieved if consumer feels satisfy with the product services. There are many models that used in customer satisfaction measurement. The goal of this research is to describe the characteristic of Nokia cellular phones user through analysis of factors in using influence, to analyze user satisfaction and to analyze attribute factors that influence purchasing behavior (case study Nokia user Jakarta and Bogor).

The primary data were reached by questionnaire mechanism which respondents are handphone users in Jakarta and Bogor. This 110 respondents were selected by the convenience method taking through non-probabilistics sampling. Secondary data were obtained from related literatures like newspapers, articles in internet, and etc. Statistical Methods which used are descriptive analysis, cross tabulation analysis, factor analysis with using Statistical Package in Social Science (SPSS) combining with Microsoft Excel for showing the data pictures.