

BAURAN PEMASARAN DAN LOYALITAS KONSUMEN HANDPHONE BLACKBERRY

Title	BAURAN PEMASARAN DAN LOYALITAS KONSUMEN HANDPHONE BLACKBERRY
Author Order	of
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Abstract	<p>This study used a sample of BlackBerry mobile phone users in Kudus with 103 respondents. This sample using criteria: the respondents who have used and have a BlackBerry mobile phone at least 1 year. Sampling technique using purposive sampling is a sampling technique based on a certain type of person who can provide the appropriate information that has been set by the researchers. Data collection techniques in this study using an ordinal scale while making technique refer to the Likert scale. This research has found that the biggest variable affected the consumer loyalty is a quality product, it indicates that the BlackBerry continues to maintain and improve the quality of its products, among others, by improving features packaging (casing), color variation and the like. Smallest variable that affect consumer loyalty is the price, expected BlackBerry might consider including the price variables in making policies related to enhancing customer loyalty. For example by applying the price according to the target segment and competition currently worked by BlackBerry. Keywords: product, price, distribution, consumer loyalty.</p>
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