

## ABSTRACT

*This study aims to determine the effect of the variable sense, feel, think, act, relate as well as the interaction of consumer satisfaction are both users of BlackBerry smartphones. Increased sales of BlackBerry smartphones are fantastic in Indonesia have not been able to boost the position of BlackBerry smartphones in the first position, whereas the data smartphone ownership is increasing in Indonesia every year, this is the essence of the issues raised in this study. Therefore the problem in this study is: "Will users of BlackBerry smartphones has been satisfied with the advantages and facilities provided by the BlackBerry smartphone." Five independent variables that affect consumer satisfaction is a sense, feel, think, act, relate is selected in this study. The purpose of this study is essentially to determine the effect of the independent variable is the fifth approach towards customer satisfaction.*

*This research was conducted by distributing questionnaires to survey the 96 respondents, namely BlackBerry smartphone users who have used it at least for 3 months. Respondents were obtained through purposive sampling technique, the respondents were selected based on certain goals established researchers, the type used is judgment sampling.*

*The results of this study indicate that not all independent variables together in a positive influence on customer satisfaction and also a positive influence on an individual basis to the satisfaction of consumers. Where can feel (feelings) has a negative influence on consumer satisfaction (Y) of -0.022, while this variable has the least influence on customer satisfaction compared with other independent variables, and act (action) has a positive influence on consumer satisfaction (Y) of 0.446. Once these variables have an influence on the first or the most impact on customer satisfaction.*

*Keywords: sense (senses), feel (feeling), think (think), act (action), relate (linkage) and consumer satisfaction*