ABSTRACT

This study to analyze some factors that affect product recomendation wants by consuments in Semarang City. Independent variables is product consequences (X1), product usage (X2) and social network (X3). Dependent variable is product recommendation wants in Blackberry handphone (Y). Samples that took is 100 respondents with non probability sampling methode with purposive sampling technic.

Analysis methode that used is SPSS 17.0 with reliability test, validity test, classic asumsi test, multikolonierity, heteroskedastisity, normality and autocorelation test, regression analysis, goodness of fit test, determination coefficient, simultan significancy (F test) and individual parameter significancy (t test). All output adsjust with testing criteria. Regression output is

Y = 2,240 + 0,473 X_1 + 0,256 X_2 + 0,341 X_3

Determination coefficient (adjusted R^2) is 0,610 or 61 percent of Blackberry consument recommendation want can expalained with 3 independent variables. 39 percent others is out of model.

Keyword : *Product consequences, Product usage, social network and recommendation want.*