

ABSTRACT

This research is motivated by competition is getting tighter mobile products. Number of mobile phone brands that appear offering various options for consumers. This also resulted in the decrease in the percentage of sales of BlackBerry mobile phones in 2009. The problem this research is "what are the factors that can improve the BlackBerry mobile phone purchase decision?". This study specifically tested the four variable elements of brand equity consists of brand awareness, brand associations, perceived quality, and brand loyalty. The purpose of this study was to analyze the influence of four variables on the BlackBerry mobile phone purchase decision.

Data were collected through questionnaire method against 100 people in the area of consumer BlackBerry Faculty of Economics, Diponegoro University obtained by using accidental sampling technique. The analysis is carried out multiple regression analysis, while the testing stages is a test of validity, reliability test, the classic assumption test, multiple regression analysis, hypothesis testing via F test and t test, and coefficient of determination.

From the regression analysis obtained by the equation $Y = 0.341X_1 + 0.261X_2 + 0.136X_3 + 0.215X_4$. Most impact on purchasing decisions that brand awareness variable (X_1), which has a coefficient of 0.341. For the second sequence followed by the variable brand association (X_2) with a coefficient of 0.261. Next followed by a brand loyalty variable (X_4) with a coefficient of 0.215. For independent variables that have the smallest influence perception of quality is variable (X_3) with a coefficient of 0.136. Hypothesis testing using the F test indicated that four independent variables under study is found to significantly influence the purchase decision. Then through a t test showed that the only variable of brand awareness, brand associations and brand loyalty that is found to significantly influence the purchase decision. While the perceived quality variable has no effect on purchasing decisions, so it does not need attention. Figures Adjusted R square of that 76.4 percent of purchase decisions can be explained by the variable brand awareness, brand associations, perceived quality, and brand loyalty. While 23.6 percent can be explained by other causes had not been examined in this study.

Keywords : brand awareness, brand associations, perceived quality, brand loyalty