

Brand Image, Customer Satisfaction And Brand Loyalty Of Blackberry Mobile Phone

Andik Matulesy¹, Ni Luh Adiansunyani²

¹Faculty of Psychology Universitas 17 Agustus 1945 Surabaya

²Faculty of Psychology Universitas 17 Agustus 1945 Surabaya

Abstract: *This study examined correlation between brand image and customer satisfaction with brand loyalty of a BlackBerry mobile phone. Subject of this research is 100 respondents who was aged 21-40 years and lived in Surabaya. The result of analysis shows there is correlation between brand image and customer satisfaction with brand loyalty of a BlackBerry mobile phone; brand image is significantly positively correlated with brand loyalty; consumer satisfaction is significantly positively correlated with brand loyalty.*

Keywords: *brand image, customer satisfaction, brand loyalty, BlackBerry*

I. Introduction

Late of 1990s, mobile phone technology emerged and since then development of the telecommunications industry is rapid progress. Mobile phone is very easier for users, because no longer using a wired network, making it easy to carry anywhere. Since its emergence, telecommunications has reached the goal of making human communication becomes easier and faster.

Survey data released by the Nielsen Company Indonesia has stated that there has been an increase of almost threefold the number of mobile phone ownership in Indonesia in 2010 than in 2005. This shows that there has been a significant increase in mobile phone ownership in Indonesia. As for the wired phone devices has decreased more than 50% since 2005. An increasing number of mobile phone ownership is likely due to the price of mobile phones more affordable and practical mobile phone that is easy to use and carry everywhere. One product that phenomenal at this time is BlackBerry. This mobile phone has increased sales figures are very fantastic in Indonesia. In www.detikinet.comnews, Research in Motion (RIM) as the manufacturer claims BlackBerry smart phone sells in Indonesia with 494% growth in 2008, and even managed to add 4.9 million BlackBerry customers during the fourth quarter of fiscal year 2010 (Noor, 2009).

The other interesting fact is about the willingness of thousands of people line up to buy BlackBerry Bold 9790 flagship product (Bellagio) in Pacific Place, Jakarta on 25 November 2011. This incident caused quite a lot of people who are bruised and insensible to buy the latest series BlackBerry mobile phone. This indicates that RIM as the BlackBerry manufacturer has been successful informing the image in such a way as to cast BlackBerry high purchasing power and immense loyalty of BlackBerry users in Indonesia (Margianto & Mozes, 2011).

BlackBerry mobile phone sales figures are pretty fantastic in Indonesia can be one indicator of a successful marketing strategy RIM. Marketing RIM as BlackBerry manufacturer can read consumer behaviour to increase sales. Consumer behaviour is the main focus of marketing activity. Understanding of the needs, wants and expectations of customers are important and serve as guidelines in formulating marketing strategies and policies. When the desires, needs and expectations of customers are met and consumers having positive experiences in using a BlackBerry, the BlackBerry repeat purchases may occur. Repeat purchases may indicate a consumer loyalty (Schiffman & Kanuk, 2004).

Customers are comfortable in using the BlackBerry will allow to be loyal, while loyalty can be realized on repeat purchases, recommendation and proportion of spending increases. Every time a customer purchases, he or she moves through the buying cycle. Buyers will move from realizing the product, make a purchase, forming attitude as the stage of post-purchase evaluation, purchase decision and action back for repeat purchases. This can lead to repeat purchases a high attachment, thus indirectly can recommend the product to others. Consumer loyalty has become a benchmark for the success of marketing activities. Loyalty has a strategic significance for the company with respect to a substantial entry barrier for competitors, increase sales and revenue, and make customers less sensitive to the efforts made by competitors. Every manufacturer wants its customers have a high loyalty in order to their products remain in demand thus increasing sales and profits. Loyalty to a brand can lead to increased sales of the product.

Loyalty to the brand arises because consumers perceive the brand produces a product that has a number of benefits and quality at an acceptable price. Brand loyalty is also an indication of the strength of the brand, because no brand loyalty will not create brand strength. It can be seen on brands who are leaders in the market, it is certain that the brand has a loyal consumer (Giddens, 2002). When buying a product, consumers do not just