

BLACKBERRY CONSUMERS IN INDONESIA : THE WORDS OF MOUTH COMMUNICATION, , PRODUCT QUALITY, CUSTOMER SATISFACTION, PURCHASING DECISION AND LIFESTYLE

L. Verina H. Secapramana

(verina@staff.ubaya.ac.id)

Nyoman Daisy Widyanti

Siti Fauziah Hanim M.

Paula Dinar Widya Pranastiti

Faculty of Psychology, University of Surabaya, Indonesia

Indonesia has long been named as the country with most BlackBerry users in the world. In August 2012 Ericsson ConsumerLab released the result of its study that Indonesia noted as the country with most BlackBerry users in the Asia Pacific region. This phenomenon invited pretty much reactions, ranging from admiration to a sense of wonder, considering the position of Indonesia as a developing country that indicates the limited purchasing power, while the price of a BlackBerry smart phone is quite expensive.

The following research attempts to uncover the phenomenon of consumer behavior in Indonesia, particularly on BlackBerry users. Basically this report is a combination of 3 (three) explorative and co relational studies, which explores factors that influence buying decisions, consumer satisfaction and lifestyle, and the words of mouth communication, especially among college students. Respondents for each study were 181, 200, and 215 students, who were taken by incidental sampling technique. Data analysis techniques using correlation and factor analysis. The results will be discussed later.

Key words: BlackBerry, words of mouth communication (WOM), product quality, customer satisfaction, purchasing decision, life style,

Communication technologies have become everyday things for the community nowadays . Increasingly advanced technology allows people to establish communication with each other , not to mention the mobile phone . Introduced in the 1980s , now the communications equipment has become everyday fixtures , both for the young and old people . According to the Association of Indonesian Cellular Phone (ATSI) in July 2010 has been noted that approximately 180 million people in Indonesia are a mobile service subscribers . That means it's about 60 percent of the population in this country already has a telecommunications device . Excerpted from the websitetechology TechRepublic , the smart phones in Indonesia is more widely used for text messaging (92 %) , telephone calls (71 %) and 57 % of social networking (Kompas.com , 3 September 2012 , Aditya Panji).

One of the most popular smart phones in Indonesia is BlackBerry. Indonesia has long been named as the country with most BlackBerry users in the world . In April 2012 Ericsson ConsumerLab released the result of its study noted Indonesia as the country with most BlackBerry users in the Asia Pacific region. BlackBerry was first introduced in Canada in 1997 by company Research In Motion (RIM) , which has the ability to convey information of mobile phone service companies through a wireless data network . Then in mid- December 2004 the operator Indosat and Starhub company first introduced the BlackBerry in Indonesia. After the two big operators Telkomsel and Exelcom started to play in the BlackBerry market. Indonesian government demanded BlackBerry to open a representative office in Indonesia that it was inaugurated in November 2010 (Wikipedia , 2011) .

Being a mobile smart phone BlackBerry comes with a certain special product facilities. Legal (2009) explains that the product is equipped with a BlackBerry Internet service that allows users to get information quickly and at any time . There are two networking options on the BlackBerry product , the BIS (BlackBerry Internet Service

) and BES (BlackBerry Enterprise Server) . BIS is commonly used by individual or small / medium office . This kind of service was very supportive to push email for business or personal purposes . By using BIS , then the BlackBerry users will be able to enjoy chatting , browsing , and even open the social networking site . While BES is apt to be used by the upper middle companies , national , or multinational (Okezone , 2009) . The service is very wide , making it easier for BlackBerry users to perform activities of products as well as activities on the computer (PC) . The advantage of using BES in the company is that it can expand wireless communications and corporate data on active users in a secure manner . One of the mainstays of the BlackBerry product that made the difference from other mobile phone is the BlackBerry Messenger (BBM) facility; it is an instant messaging application that is only found in the product (Zulfikar , 2011) . Through the BBM BlackBerry users can send messages to each other without any additional charge, but in condition that they should exchange PIN . Every BlackBerry consumers will get an eight - digit PIN which point to share with fellow BlackBerry users . With sharing and invite your PIN, BlackBerry product users can send messages to each other , either in the form of text , photos, music , files , or voice note like a chat .

Until mid-2011 , Research in Motion has launched more than thirty types of products which are sold all over the world (Wikipedia , 2011) . But for Indonesia , RIM has supplied fourteen types of products only , because of BlackBerry products is still fairly new in the Indonesian telecommunications industry . Although this new product known in 2004 , but this phone can compete with other mobile products . Assumingly this is because of the many facilities offered , so even though the price is much higher than other products , but still this does not become a problem for consumers (Celluler Phone , 2012) . Similarly happened in terms of promotion . Although Blackberry marketing is not through conventional media like advertising and print media, but the number of BlackBerry users in Indonesia reached the highest achievement in the entire world . Around the year 2009 BlackBerry products increasingly recognized by the public and many mobile phones sold in outlets Indonesia . Since then many consumers switch cell phones using BlackBerry product , so it seems that this product being a new trend (lifestyle) .

One source of information that contribute to increasing the use of this BlackBerry is through friends , family, or relatives , which is known in the field of marketing as words of mouth communication (WOM). Assael (1995) defines WOM as a process where the individual influence of the communication occurs between the giver and receiver of a message that can change the behavior and attitude of the recipient . WOM is an interpersonal communication between two or more individuals , such as members of the reference group or consumer and salesperson (Assael , 1995) . Meanwhile, according to Kotler & Armstrong (2006) " words of mouth is the communication behavior of someone on the product or services to buyers , such as neighbors , friends , family members , and other community groups . Studies conducted by Katz and Lazarsfeld (1955) found that WOM communication was two times more effective in influencing the purchase compared to advertising on the radio , four times compared to private sale , and seven times compared to advertising in magazines and newspapers . Research of Karz & Lazarsfedl (1955) showed that consumers gather information from multiple media of promotion , including advertising and salespeople , then they tell their friends.

Several variables that affect the creation of WOM are the quality of the product (Tjiptono , 2006) , customer satisfaction (Priharmoko , 2003) , and experiential marketing as expressed by Thomas (2004 , in Irawati , 2008) . The three variables are very important and determine the extent to which the success of the company desired WOM. The three variables will determine what kind of WOM will be deployed , whether positive or negative (Priharmoko , 2003) . Product quality is one of points must be considered because it has a very high urgency and contribute greatly to the WOM communication , customer retention , repeat purchase , loyalty , and even market share (Tjiptono , 2006) . While Buzell & Gale (in Tjiptono , 2006) suggests that quality relates to market share , the company's reputation , and the ability to set a premium price.

WOM can also be influenced by customer satisfaction (Priharmoko , 2003) . In the post-purchase phase behavior , Kotler & Armstrong (2006) describes , if consumers are satisfied with a product or brand , then they likely will continue to buy and use them . According to Kotler (2000) customer satisfaction is a level of a person's feelings after comparing the performance of the products that he felt with his expectations . Meanwhile, according to Peter & Olson (2005) Consumer satisfaction is a summary psychological state resulting when the emotion surrounding the expectations are not matched and multiplied by the feelings which formed the consumption experience . Consumer satisfaction itself is also a response to the emotional experience related to products or services purchased (Westbrook & Reilly in Tjiptono , 2006) . Research conducted by Wirts & Chew (2002) also supports these results , that satisfaction significantly influences WOM and the desire to do a purchase recommendation . Babin et al (2005) found that customer satisfaction has a positive effect on interest in WOM . Strong customer satisfaction was associated positively with WOM (Ranaweera and Prabhu , 2003 , Brown et al , 2005 , and Fullerton , 2005) .

The consumer market as the object of this study is students, who in the fulfillment of daily needs are still heavily dependent on the parents. Schiffman and Kanuk (2007) explains, that consumer behavior is behavior that is shown by consumers in finding, purchasing, using, evaluating, and ignoring the product, service, or idea, which is expected to satisfy their needs. According to Swastha and Handoko (1987) consumer behavior will also determine the decision-making process in the purchase of consumer. Information about a product, which is the main foundation of the buying process, would cause a need for consumers. Once those needs arise, consumers will consider and understand these needs. If the assessment on the product has been clear, then consumers will be looking for these products and will evaluate it afterwards. Finally, consumers will decide to buy the product, if he feels that the product can meet the needs and in accordance with the judgment. Conversely, if consumers feel that the product can not meet the needs and not in accordance with his discretion, then he would not have decided to buy or defer purchases in the future (Dinawan, 2010). The process of formulating various alternative measures to settled on one particular alternative to purchase is called a purchase decision (Engel et al., 1985).

There are two main factors, according to Schiffman and Kanuk (2007) which can affect the consumer's decision to buy a product, ie internal factors and external factors. Internal factor or factors derived from the consumer itself includes personal (age, occupation, economic conditions, personality and self-concept), psychological conditions (motivation, perception, learning, beliefs and attitudes). While external factors include culture and lifestyle, promotion and distribution channels, innovation, price, brand and basic completeness, reliability, and design.

Lifestyle is known in the segmentation theory of marketing as psychographics. Psychographics is the science of using psychology and demographics to better understand consumers. In psychographic segmentation, buyers are divided into different groups on the basis of psychological/personality traits, lifestyles, or values. People within the same demographic group can exhibit very different psychographic profiles (Kotler & Keller, 2009). It is often stated that while demographics determine consumer's need for products (e.g. males and females need and buy different products) dan the ability to buy them (e.g. income), psychographics explain buyer's purchase decisions and the choices they make within the buying options available to them.

VALS (an acronym for 'values and lifestyles) is the most popular segmentation system combining lifestyles and values. Drawing on Maslow's need hierarchy and the concept of social character, researchers at SRI International developed a segmentation scheme of the American population known as VALS[™]. The original system was revised and the current VALS focus more explicitly on explaining consumer purchasing behavior. The main dimensions of the VALS segmentation framework are consumer motivation and consumer resources. US consumers are inspired by one of three primary motivations: ideals, achievement, and self-expression. Those primarily motivated by ideals are guided by knowledge and principles. Those motivated by achievement look for products and services that demonstrate success to their peers. Consumers whose motivation is self-expression desire social or physical activity, variety, and risk. Personality traits such as energy, self-confidence, intellectualism, novelty seeking, innovativeness, impulsiveness, leadership, and vanity – in conjunction with key demographics – determine an individual's resources. Different levels of resources enhance or constrain a person's expression of his primary motivation.

This typology classifies the American adult population into eight distinctive subgroups (segments) based on consumer responses to both attitudinal and demographic questions. They are: innovators, thinkers, believers, achievers, strivers, experiencers, makers, and survivors (Schiffman & Kanuk, 2010).

According to Kotler & Armstrong (2011:175) lifestyle captures something more than person's social class or personality. It profile a person's whole pattern of acting and interacting in the world. Customer don't just buy product, they buy the values and lifestyle those product represent."

The hypothesis which will be proved in the following research:

H: There is a relationship between product quality and consumer satisfaction with WOM behavior

While questions that will be answered in this descriptive study:

1. What factors influence the purchasing decision of BlackBerry product on student?
2. What are the lifestyle of BlackBerry product users?

Methods

This study was adopted a descriptive design research and was conducted in quantitative manner. A quantitative approach was used to gather the data by distribution questionnaire to 200 students (purchasing decision), 181 students (WOM communication), and 215 students (lifestyles). A self-administered questionnaire was designed to gather data from subjects on the studied variables. Respondent that participated to the study was chosen using the

incidental sampling method. Data analysis will describe the factors of purchasing decision and the lifestyles of the students as the users of BlackBerry. To test the hypotheses, we used the kendalls Spearman and regression analysis.

Results and Discussion

There are some informations about BlackBerry users :

Table 1. Frequency Distribution of BlackBerry Type

	Frequency	Percent	Valid percent	Cumulative percent
Gemini	74	40,9	40,9	40,9
Bold	39	21,5	21,5	70,2
Torch	18	9,9	9,9	84,5
Curve	14	7,7	7,7	48,6
Storm	8	4,4	4,4	74,6
Lainnya	28	15,5	15,5	100,0
Total	181	100,0	100,0	

Table 2. Frequency Distribution of Primary Consideration in Choosing BlackBerry

	Frequency	Percent	Valid percent	Cumulative percent
Price	64	35,4	35,4	60,8
Features	46	25,4	25,4	25,4
Design	28	15,5	15,5	88,4
<i>Performance</i>	22	12,2	12,2	72,9
Durability	6	3,3	3,3	91,7
Others	15	8,3	8,3	100,0
Total	181	100,0	100,0	

This table shows that the majority of the students as the BlackBerry users put the price in choosing a BlackBerry (64 subjects , 35.4 %) . While the rest prioritize features (46 subjects , 25.4 %) , design / appearance (28 subjects , 15.5 %) , performance (22 subjects , 12.2 %) , endurance (6 subjects , 3.3 %) and Others (15 subjects , 8.3%) , such as bought by parents as a birthday gift and choose BlackBerry because of their relatives' suggestion .

Table 3 . Frequency Distribution of Resources in Choosing BlackBerry

	Frequency	Percent	Valid percent	Cumulative percent
Friends	116	64,1	64,1	65,1
Relatives	40	22,1	22,1	86,2
Electronic media	15	8,3	8,3	94,5
Mass media	9	5,0	5,0	99,4
Others	1	0,6	0,6	100,0
Total	181	100,0	100,0	

This table shows that most Blackberry users obtain the information related to these products from friends (116 subjects , 64.1 %) . While the rest are from the families (40 subjects , 22.1 %) , electronic media (15 subjects , 8.3%) , mass media (9 subjects , 5 %) and other (1 subject , 0.6 %) is from the advertising on the street .

Table 4 . Frequency Distribution of Reasons in Choosing a BlackBerry

	Frequency	Percent	Valid percent	Cumulative percent
The features are interesting	46	25,4	25,4	25,4
Many relatives/friends use it	55	30,4	30,4	55,8
Easier in communication	54	29,8	29,8	93,4
Influence by trend	14	7,7	7,7	63,5
Others	12	6,6	6,6	100,0
Total	181	100,0	100,0	

This table shows the majority of students has reason to choose a BlackBerry because many relatives/ friends use it (55 subjects , 30.4 %) , while the rest of it is to facilitate communication (54 subjects , 29.8 %) , its appeal (46 subjects , 25.4 %) , affected by the trend (14 subjects , 7.7 %) and others (12 subjects , 6.6 %) as to meet the requirements and are interested in the features of BlackBerry Messenger .

Table 5 . Frequency Distribution of satisfaction using the BlackBerry

	Frequency	Percent	Valid Percent	Cumulative Percent
Satisfied	162	89,5	89,5	89,5
Unsatisfied	19	10,5	10,5	100,0
Total	181	100,0	100,0	

Based on the table above , the data show that the majority of BlackBerry users were satisfied with the use of the BlackBerry (162 subjects , 89.5 %) . While the rest of it are dissatisfied in using BlackBerry (19 subjects , 10.5 %) .

Table 6. Hypotesis Testing of kendall's Spearman

		Correlations			
			tot_wom	tot_kualitas	tot_kepuasan
Kendall's tau_b	tot_wom	Correlation Coefficient	1.000	.315**	.339**
		Sig. (2-tailed)	.	.000	.000
		N	181	181	181
	tot_kualitas	Correlation Coefficient	.315**	1.000	.437**
		Sig. (2-tailed)	.000	.	.000
		N	181	181	181
	tot_kepuasan	Correlation Coefficient	.339**	.437**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	181	181	181
Spearman's rho	tot_wom	Correlation Coefficient	1.000	.429**	.448**
		Sig. (2-tailed)	.	.000	.000
		N	181	181	181
	tot_quality	Correlation Coefficient	.429**	1.000	.580**
		Sig. (2-tailed)	.000	.	.000
		N	181	181	181
	tot_satisfaction	Correlation Coefficient	.448**	.580**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	181	181	181

From the results of testing hypothesis Kendall's Spearman above it suggests that the significances between the dependent variables of word of mouth with the independent variables product quality and consumer satisfaction is 0.000 ($p < 0,05$). It can be concluded that there is a correlation between word of mouth with product quality and consumer satisfaction. Words of Mouth Communication (WOM) in general is a process whereby an individual influences of communication occurs between the giver and the recipient can change the behavior and attitude of the recipient. In this research, WOM will be associated with the release of BlackBerry smart phones in Indonesia.

Table 7 . Frequency Distribution of Intention to Recommend BlackBerry

	Frequency	Percent	Valid percent	Cumulative percent
Yes	139	76,8	76,8	76,8
No	42	23,2	23,2	100,0
Total	181	100,0	100,0	

This table shows the majority of students at the University of Surabaya BlackBerry users do recommend BlackBerry behaviors to others (139 subjects, 76.8%). While the rest did not intend to recommend the BlackBerry to others (42 subjects, 23.2%).

Table 8 . Frequency Distribution of Matters Recommended from BlackBerry

	Frequency	Percent	Valid Percent	Cumulative Percent
BlackBerry features	109	60.2	78.4	78.6
Performance of BlackBerry	19	10.5	13.7	92.1
Design of BlackBerry	1	0.6	0.7	92.8
The flexible price	4	2.2	2.9	95.7
Others	6	3.3	4.3	100.0
Total	139	76.8	100.0	

The table above shows that of the 139 BlackBerry users who had an intention to recommend to others, as many as 109 subjects (78.4%) will recommend the features possessed by BlackBerry. While the rest of it will recommend the performance (19 subjects, 13.7%), flexible pricing (4 subjects, 2.9%), BlackBerry design (1 subject, 0.6%) and others (6 subjects, 4.3%) include advantages in ease of communication.

Table 9 . Frequency Distribution of WOM

Category	Interval	F	Percentage
High	$92,40 \leq x < 112,20$	103	56,9%
Average	$72,60 \leq x < 92,40$	78	43,1%
Total		181	100,0%

The table above shows that the frequency distribution of the variable Word of Mouth communication is at a high and moderate level, which each percentage was 56.9% and 43.1%.

As shown in table 2, based on the results of a study of 181 subjects, the price and features are the two main considerations in choosing a BlackBerry with percentage respectively 35.4% and 25.4%. Feature is one dimension of the quality of the product (Kotler & Armstrong, 2006). 169 subjects from a total of 181 subjects say that the quality of BlackBerry products are at a very high level with a percentage of 93.4%. Quality of the product itself is the ability

of a product to demonstrate its functionality, it includes the overall durability, reliability, accuracy, ease of operation and repair products are also other product attributes (Kotler & Armstrong, 2006).

In a previous study, Zeithaml (1996) said that when the company produced a product of poor quality, there will be negative WOM behavior to others who are also using the same product. But on the contrary if the quality of the products shown good, so consumers do not hesitate to give positive feedback to others, in which the feedback can be a recommendation or encouragement to colleagues / others to do the same behavior. This study also supports previous research obtained. In Table 3 data on resources in choosing BlackBerry, showed that as many as 64.1% get information from friends. This shows that people have more confidence in the information of a friend than a salesperson or advertisement. Customers will be more trusting of the more credible sources (people who are known) than corporate salesperson (Kartajaya, 2006).

While the frequency distribution of the things recommended on the BlackBerry in table 8 was found that as many as 78.4% recommend the BlackBerry features to others. Further data processing also find that style aspect (design / appearance) and features are at the level of the most dominant of the quality of product variable with a percentage of 13.8% and 10%. Style is the consumer's perception of the totality of features that affect the appearance and feeling generated by the products purchased. While the features are characteristic of products designed to enhance the function of the product or increase consumer interest in the product. Meanwhile, Priharmoko (2003) states that WOM can also be influenced by customer satisfaction.

Based on the findings in Table 5, the result that as many as 89.5% said they were satisfied in using a BlackBerry, while the remaining 10.5% expressed dissatisfaction. Priharmoko (2003) explains that customer satisfaction is closely related to consumer expectations and the expectations of the performance of the products they use. Consumers expect that the performance of the product will exceed expectations, so the consumer will be satisfied. However, if the performance of the product is not able to meet the expectations of the consumer, then the consumer can experience dissatisfaction. The hypothesis is also consistent with the results of processing further data suggests that aspects of confirmations of specifications is a dominating aspect of consumer satisfaction with the percentage of 14.4%. Confirmations to specifications talking about the extent to which performance exceeds or less than the expectations of consumers.

Meanwhile, according to Kotler & Armstrong (2006), a consumer satisfaction level is one's feelings after comparing the performance of the products that he felt with his expectations. Previous research says that customer satisfaction is closely related to the formation of words of mouth communication. Research of Heskett et al. (1997 in Praswati, 2009) showed that a satisfied customer will tell 3 or 5 other people about their experiences, while dissatisfied customer will tell 10-15 people (Harrison-Walker, 2001). This shows that consumers are more likely to tell dissatisfaction with a product or service than satisfaction, so marketers need to pay attention to negative WOM of companies which in turn affects the company's image. This result is also supported by research conducted by Hennig, et al. (2002) who argued that the concepts of customer satisfaction, commitment, confidence usability, and social usefulness significantly affect loyalty and WOM communication. The more he is satisfied the more he wants to give positive WOM behavior, such as giving positive feedback or recommendations to others, and vice versa if he experienced the dissatisfaction he will show the negative WOM behavior.

From a variety of data and the results of theoretical explanations and support previous studies such as those described above, it can be concluded that there is a relationship between product quality and consumer satisfaction on word of mouth communication (WOM). In Table 1 mentioned that the correlation between WOM with product quality and consumer satisfaction correlated significantly, in which the significance level $p = 0.000$ ($p < 0,05$). Frequency distribution results in Table 9 shows that the level of WOM in this study were at high levels with a percentage of 56.9%. While the results in Table 8, the frequency distribution of intentions recommend BlackBerry also mentioned that as many as 76.8% had the intention to make recommendations on the BlackBerry to others.

Results of these data also support the hypothesis theory about the variables that affect the creation of WOM are the quality of the product (Tjiptono, 2006), customer satisfaction (Priharmoko, 2003), and experiential marketing as expressed by Thomas (2004) in Irawati (2008). The three variable is very important and determine the extent to which the success of the company desired WOM. These three variables will determine what kind of WOM will be deployed, whether positive or negative (Priharmoko, 2003). Lovelock (2001), emphasized that WOM as the opinions and recommendations made by the consumers of the service experience, which has a strong influence on consumer decisions or purchasing behavior.

Table 10 . Frequency Distribution of Product Quality

Category	Interval	F	Persentase
Very High	$x \geq 68,00$	169	93,4%
High	$56,00 \leq x < 68,00$	12	6,6%
Total		181	100,0%

The table above shows that the frequency distribution of the variable quality of the products is at very high and high levels , respectively with percentages of 93.4 % and 6.6 % .

Table 11 . Frequency Distribution of Consumer Satisfaction

Categori	Interval	F	Persentase
High	$47,60 \leq x < 57,80$	36	19,9%
Moderated	$37,40 \leq x < 47,60$	134	74%
Low	$27,20 \leq x < 37,40$	11	6,1%
Total		181	100,0%

The above table shows that the frequency distribution of the level of customer satisfaction variable is high (19.9 %) , moderate (74 %) and low (6.1 %) .

Whereas in Table 9, the frequency distribution of WOM also found that as many as 43.1 % of WOM in this study were in moderate level . It is possible that WOM is not only influenced by product quality and customer satisfaction . The data results also support research proposed by Mangold , et , al (1999) that the behavior of word of mouth communication can also be affected by a strong sense of the needs of the recipient . He also noted that the quality of the product , price and value also influence buying behavior which will bring up the word of mouth communication itself (Mangold , et , al , 1999) . Wirtz & Chew (2002) also noted in their research that customer satisfaction is not enough to cause a positive behavioral word of mouth communication , but also need to pay attention to the incentives since it is a way to make consumers feel satisfied and willing to recommend a product from a particular company . Wirtz & Chew (2002) believe that incentives can create a bond of connection between producers and consumers. An increasingly powerful and strong relationship bonds are believed to be able to create the positive word of mouth communication behaviors.

Results of the second study obtained seven factors that influence purchasing decisions :

1 . Status Symbol Factor

Sub factor of culture and lifestyle , personality and self-concept , motivation , and the state of the economy suggests that the status symbol is one of the main reasons that make a person decides to buy a BlackBerry product . Based on the percentage of variance explained , the results obtained is 21.086 % , so that this factor is the most prominent factor among the others. Cultures and lifestyle factors have a loading factor of 0.756 and 0.541 , personality and self-concept has a factor loading of 0.647 , the motivation has factor loading by 0.622 , and economic conditions with factor loading of 0.541

When individuals buy goods with no longer consider the function or usefulness , but rather consider the prestige attached to the item , then the individual is said to have a consumptive tendency (Aryani , 2006) . Consumer culture does not only reveal the functional properties of human needs , but also gave rise to a symbolic as well as material properties , such as the consumption of products that lead to the formation of the identity of users of its products . People have the desire to buy a mobile phone which is becoming a trend at the moment and able to bring a prestige for them when using it. Sometimes they tend to no longer care about the costs to get the facility of the product, in this case is the BlackBerry product.

2 . Family Factors

These factors suggest that the family has an important role in the decision to buy a BlackBerry product . Family is in the second rank with a percentage of 9.929 % . Scale factor loading is 0.891 , 0.886 , and 0.718 . Family is a group of buyers who are most important consumer in society (Kotler and Armstrong , 2006) . Each individual in the family is under the supervision of other family members , who are free to criticize , commanding ,

persuading, praising, or threatening, in order to do the family responsibilities that have been charged. Several respondents stated that they buy and use BlackBerry products because of advice from his family. Another respondent mention that the family asked them to use the product to make it easier to learn English. Others argued for better communication in an extended family.

3. Reference Group Factors

Reference group factor showed that groups exert influence on the decision to buy a BlackBerry product. This factor is in the third ranks with a percentage of 7.320%. The scale factor loading found in the formation of a reference group is 0.817, 0.698, and 0.682. An indirect reference groups have a strong influence to the individual, as in the reference group there will be no recognition of individuals who are on it (in Sumartono Lock, 2002). In addition it is also used as a reference group for the individual to make comparisons, provide value, information, and provide a guidance or instructions to make consumption (Schiffman & Kanuk, 2007). Aryani (2006) also revealed that the reference group is closely related to social groups or groups of friends as a peer group which are usually owned by teenagers. Late adolescence (student age development) has a strong desire to become mature and accepted in the peer group (Agustiani, 2006). Peer group as the reference group tend to have certain rules that must be obeyed by teens as members. Adolescent adjustment to the norms of the group are by Myers (2008) referred to as conformity. Furthermore, Myers (2008) revealed that conformity is behavior change as a result of peer pressure. The behavioral changes seen from the tendency of teenagers to always equate their behavior with the group, in order to avoid censure and isolation. Conformity is present when an individual does something similar (conform) with his friend, even though such actions sometimes bring negative impact for him. Thus it can be said that individuals who decide to buy BlackBerry products is also influenced by the reference group factor, because the individual conform with the group. Individuals will dissolve with the opinions of the fun of a friend or a group who have been first to use BlackBerry products and would follow or identify by buying and using these products.

4. Design Factors

Design of BlackBerry products can influence a person's decision to buy it. This factor ranks in the fourth with a percentage of 6,254%. Factor loading was 0.796; 0.726, and 0.578. The mobile phone has become a part of the community life style, which in the buying decision is no longer only focused on its primary function as a communication tool, but also with consideration of the additional features and design that is in the product (Mahardini, 2010). Moreover Song (in Sanjaya and Sundari, 2008) revealed that the superiority of a product includes unique design, newness, and efficiency. It also expressed by Gupta (2008), that the development of the design / product features has an impact on the level of success of the product. BlackBerry is a type of smartphone products which are comfortable to grip, although most of these products have a wide dimension, because the model relies on QWERTY keypad. In addition it is also exciting that BlackBerry product design and fit with today's lifestyle.

5. Benefit Factors

Benefit factors in terms of durability and affordable price products is another factors that influence purchasing decisions. This factor ranks in the fifth with a percentage of 6,043%. These factors include: 1) the reliability of the factor loading for 0.840 and 0.777, and 2) the price of the factor loading of 0.527. Benefit factors in this study lead to better endurance and benefit products in the selling price. Benefit factors are consistent with the results of the study Karjaluota (in Sanjaya and Suryandari, 2008) which says that consumers expect mobile phone that has a high reliability level (high resistance). This is because a good cell phone is the one that can work in accordance with the specifications promised and never jammed or faulty. Prices also affect consumer choice. Sanjaya and Suryandari (2008) research showed that price is the most dominant factor in influencing the decision to buy a cell phone on students in Surakarta. This is because consumers have expectations about price and always link it with the quality of a product. Associated with the decision to buy a BlackBerry product, consumers want a mobile phone that has good durability and strong, not easily broken, and has an affordable price.

6. Convenience Factor

Perception, distribution channels, and motivation become one cluster shows that the ease of communication and the availability of products on the market are factors that influence purchasing decisions. 5,723% of users consider this factor in the decision to buy. Convenience factor formed by 1) perception, with the factor loading

of 0.725 , 2) the distribution channel with factor loading of 0.626 , and 3) the motivation with factor loading of 0.613 . Convenience factors in this study lead to better product performance and availability . In this study students have the perception that the product of BlackBerry mobile phones are sophisticated and able to facilitate their communication , and has been able to respond to their needs of smartphones . The product is able to easily reach the virtual world , such as push e-mail to social networking sites (such as face book , twitter , yahoo messenger) . BlackBerry products are available in many mobile phone outlets , making it easier for consumers to get everywhere .

7 . Uniqueness factor

Uniqueness factor form of 1) brand and basic accessory, with a factor loading of 0.807 and 2) the motivation with factor loading of 0.643 . 4,764 % of users consider this factor in the purchase decision . A product will be considered superior if it has unique or characteristic that is different from its competitors products . Advantages of this product include differences in quality , technology , reliability , and other product attributes (Li and Calantone in Sanjaya and Suryandari , 2008) . In addition to cellular phone products , product innovation is also noteworthy. This is because consumers will tend to move to cell phones that have more advanced innovation or up - to-date . Innovation in terms of connections between the handset , connection with internet service , and the provision of new features will be attractive for consumers (Karjaluoto in Sanjaya and Suryandari , 2008)

One of the strength of BlackBerry product that is completely different than other cell phones , is a facility of BlackBerry Messenger (BBM) . BBM is an instant messaging application that is only found in the product , which is not biased obtained from other smartphones (Syarahsmanda Sugiartoputri , 2011) . BBM via BlackBerry product users can transmit any data , whether in the form of Microsoft Office files (Word , Excel , etc) , music , photos / images , and text bias . In addition, users of BlackBerry products also not be charged for any data transfer time , because the fuel facility into one package with other BlackBerry facilities (using the subscription package) . In addition to the fuel facility , BlackBerry products also rely on the internet its service , such as push email , chat , social networking sites open , browse , to download , so one of the other advantages of this product is that it can make a competing provider in Indonesia to provide special facilities for network connections internet . Particularly among college students , or society with communal trait (Hofstede) , this facility is very supportive and facilitate social relations , as well as meet the needs of a relatively high social in Indonesian culture . The telecommunication tools help individuals who nowadays has a lot of activities , so they have less free time to interact with other people , exchange ideas, build relationships with family , business associates , and other relatives .

Lifestyle is one of the factors that influence purchasing decisions . Lifestyle describes the whole person that interacts with his or her environment , where the lifestyle in turn helped to determine purchasing behavior . Previous study found that the BlackBerry is now more widely used by students than by office workers (Ni Ketut Ayu Nirmala , 2011) . In fact almost all students do not have a steady income , they are still depend on their parents at least economically, and the price of a BlackBerry is relatively high compared to other mobile products . The use of BlackBerry is now no longer the only factor communication needs , but has spread to the youth lifestyle factors (students) which are getting changed . Requirement is no longer the dominant factor in the purchasing decision of a product , especially the BlackBerry product , but there are other factors more influential , i.e the lifestyle factor (Nanny , 2006) . Other studies reveal that life style and trend is the reason that most affect the ownership of the BlackBerry smart phone , while the information obtained by its users come from family , friends , relatives , and the Internet , with major influence from relatives (Chuzaimah , et al , 2010) .

From the lifestyle's point of view the users noted some advantages and disadvantages of BlackBerry product.

Table 12 . Description of BlackBerry Advantages

	Frequency	Percentage
Facilitate the communication	174	74.4
Facilitate the internet	37	15,8
Flexible in design	4	1.7
Following the trend	12	5.1
Increasing the self-esteem	1	0.4
Many users	3	1.3
Facilities	3	1.3
Total	234	100,0

Note: The total frequency is calculated based on the number of response, not the number of subjects

Table 13 . Description of BlackBerry Disadvantages

	Frequency	Percentage
Expenditures of pulse are more expensive	94	41.4
Usefulness is not different from other hp	12	5.3
Easily damaged	59	26
Wasteful batteries	25	11
Make users addicted	3	1.3
Sluggish, it is often hang	22	9.7
Still less facilities	12	5.3
Total	227	100,0

The lifestyle data showed that there are four (4) lifestyles as the highest scores describing the subject of this research , namely fulfilleds , achiever , struggler , and experiencer .

- a. Fulfilleds
Motivated by ideals; high resources. Thinkers are mature, satisfied, comfortable, and reflective. They tend to be well-educated and actively seek out information in the decision-making process. They favor durability, functionality, and value in products.
- b. Achievers
Motivated by achievement; high resources. Achievers have goal-oriented lifestyles that center on family and career. They avoid situations that encourage a high degree of stimulation or change. They prefer premium products that demonstrate success to their peers
- c. Strivers
Motivated by achievement; low resources. Strugglers are trendy and fun loving. They have little discretionary income and tend to have narrow interest. They favor stylish products that emulate the purchase of people with greater material wealth.
- d. Experiencers
Motivated by self-expression; low resources. Experiencers appreciate the unconventional. They are active and impulsive, seeking stimulation from the new, offbeat, and risky. They spend a comparatively high proportion of their income on fashion, socializing, and entertainment.
Overall BlackBerry users are mostly those who have high purchasing power (high resources) .

Purchasing decision is determining a choice of two or more alternatives (Schiffman and Kanuk , 2007). Purchasing decisions is also defined as a form of formulation of various alternative options aimed to determine the one alternative to make the purchase (Engel et al . , 1995) . Thus , the decision to buy can also be regarded as a purchase transaction . There are many factors that underlie consumer buying decisions ; even for each product , the underlying factor of buying is also different .

Conclulsion

1. There are some informations about BlackBerry as a product :
 - a. Price, features and design/performance are the main considerations in choosing BlackBerry
 - b. Friends, relatives and media are the information sources in choosing BlackBerry
 - c. Friends and relatives, as well as easy way of communication are the main reasons to choose BlackBerry
 - d. Most of the users stated the satisfaction in using BlackBerry, because of easy way of communication, the internet connection, and the trend. They are not satisfied because of the expenditure of pulse, easily damaged, and wasteful batteries
2. There is a significant relationship (correlation) between the quality of the product (IV) and customer satisfaction (IV) on word of mouth communication (DV) . These results can answer the hypotheses that have been proposed .

3. The study finds that WOM is at a high level (56.9 %) and moderate (43.1 %) . WOM is not only influenced by product quality and customer satisfaction , but can also be influenced by other variables , such as strong consumer needs , incentives , price , and value of the product .
4. Most of the BlackBerry users have the intention to recommend the BlackBerry product to others, especially the information about the features and performance.
5. Most of the users noted that BlackBerry has a high level of product quality.
6. The level of customer satisfaction is moderate and high.
7. There are seven factors that influence the purchasing decision of BlackBerry products ; they are a symbol of status factors , family factors , reference group factors , design factors , benefit factors, convenience factors , and the uniqueness factors . The most dominant factor is the status symbol factors .
8. From the eight of VALS lifestyle most can describe the phenomenon of BlackBerry users are 4 types of lifestyle , namely fulfilleds , achievers , strugglers , and experiencers .

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