ABSTRACT


Keywords: Consumer Decision.

Against the background of this research by the researcher's interest in the phenomenon that occurs on the rising number of telecommunications equipment sales in Indonesia Blackberry. And the more students use the Blackberry with various types that exist. Of this phenomenon researchers are interested to know what are the factors that consumers consider in making decisions to buy Blackberry.

The type of this research is quantitative research. The sampling technique used was accidental sampling (by accident) by 95 respondents were obtained from the calculation of the number of students using the formula slovin. For data collection techniques used were interviews and questionnaires. While the analytical tools used in this study were factor analysis on SPSS version 16.0. With attributes or variables used are the factors of consumer behavior including lifestyle, motivation and perception, and also using the marketing mix of factors that include: product, price.

From the analysis by the method of analysis of the factors of consumer buying Blackberry decisions on student UIN Malang can be concluded that of the 21 indicators and then rotated into 14 indicators can be grouped into five factors: factor 1 (product) that consists of easy repair, Style / style products, design / product design, quality of performance. Factor 2 (perception) which consists of Because of experience, environmental situation, the need for activity. Factor 3 (motivation), which consists of Comfort in use, and prestige / prestige. Factor 4 (Price) price according to quality, price varies, Make someone trendy. factor of 5 (Products) product reliability, and Privileges.