

ABSTRACT

Fikri Nur Huda. 2012, Thesis. Title: "Efficacy Features For Users Mobile Nokia Type E-72 & 5800 XpressMusic"

Advisor : H. Slamet, SE, MM., Ph.D

Keywords : Effectiveness, Nokia Mobile Users

The era of globalization that occurred at the beginning of the 20th century is happening right now giving a new business opportunities and challenges for companies in Indonesia. This is reinforced with the introduction of AFTA in early 2010 that the market wide open on Indonesia, and vice versa.

The research method used is quantitative descriptive. Type of research is to describe the state of the object of research at the present time based on the data d's facts. This study used a questionnaire distributed to respondents manual E-72 & 5800 XpressMusic. Questionnaires were given to the respondents expected to help describe the state of the subject and object of research at the present time based on the facts that appear or how it is. Implementation of descriptive research method is not limited to the collection and compilation of data, but includes the analysis and interpretation of data, in addition to all of the collected allows the key to what is observed.

research that has been conducted, showing that the measurement effective features for Nokia mobile phone users type E-72 & 5800 XpressMusic which shows demographic segmentation based on the majority of users are male seebesar 72 (65 %) with an age range between 16-25 years by 36 (33%), education last school / vocational school for 62 (56%) and worked as a self employed / entrepreneur for 38 (35%) with a range of income of Rp. 3 million - Rp. 4 million by 38 (34%). In geographical factors known to live in the suburbs by 37 (33%) were informed about the Nokia of the brochure 27 (25%). While the behavior of segmentation of users already understand the function of each feature by 47 (43%) and feel the benefits when using a mobile phone Nokia by 47 (43%). In psychographic segmentation is also known that users of Nokia mobile phone has value to users with frequently recommend to friends of 50 (45%) in favor of mobile phones Nokia has its own peculiarities by 51 (46%) and liked design of 50 (45%).