

ABSTRACT

Siska Margaretha, “BRAND COMMUNITY SMARTPHONE BLACKBERRY TERHADAP LOYALITAS MEREK DI PALEMBANG”.
(Supervised by Mrs. Maria Josephine Tyra, S.E., M.M)

The rapid growth of technology in the globalization era is changing the technology and communication life style in Indonesian society especially in the urban area. In 1973 until now, cell phone is popular as a simple and quite sophisticated communication tool. Entering the 2000 era, cell phone is developed into a more sophisticated form by Smartphone. One of the highly excited Smartphone in Indonesia in 2004 is the Blackberry. Indonesia is the world's largest BlackBerry community and be recognized by RIM (Research in Motion). Blackberry brand communities continue to grow and create a loyal customer in its use. There are some supporting factors of the Blackberry brand community such as, Brand image, hedonic aspects, product history, public consumption, and high competition that affects brand loyalty. There are 100 respondents in the sample and population that conducted in the blackberry community in Palembang. The research indicate that brand image variables, hedonic aspects, product history, public consumption and high competition affect blackberry smartphone brand loyalty simultaneously in Palembang.

Key words: Brand Community, Brand Image, Hedonic Aspects, product history, public consumption, high competition, Brand Loyalty.