

ABSTRACT

This research was conducted to determine the effect of perceived value on user satisfaction Blackberry smartphone. This research is a field study through the survey. The samples used in this study is the Blackberry smartphone users as many as 100 people and the sampling technique used is purposive sampling technique. The data analysis technique used is validity in which all variables are valid, the reliability test in which all variables are reliable, linear regression showed that the functional value, emotional value, social value and value priced has positive and significant influence on user satisfaction Blackberry smartphone especially functional value and social values and descriptive test containing about answers of the respondents attribute of the value of the functional value of the most dominant than others in affecting the value of its user satisfaction.

Keywords : Functional value, Emotional value, Social value, Price value and user Satisfaction