

## INTISARI

Penelitian ini memiliki tujuan menganalisis kepuasan konsumen produk *handpone Blackberry* dan *handpone samsung* dan menguji perbedaaan tingkat kepuasan konsumen terhadap produk *handpone Blackberry* dan *handpone Samsung* di Universitas Muhammadiyah Yogyakarta. Sampel dalam penelitian ini diambil dengan teknik accidental sampling sebanyak 50 pengguna *handpone Blackberry* dan 50 pengguna *handpone Samsung*. Data penelitian diperoleh melalui penyebaran kuesioner. Analisis data dilakukan dengan menggunakan *importance performance analisis* dan uji *Independent sampel t Test*.

Hasil pengujian yang dilakukan menunjukkan konsumen puas terhadap produk *handphone Blackberry* dan *handphone Samsung*. Terdapat perbedaan tingkat kepuasan produk *handphone Blackberry* dan *handphone Samsung*.

**Kata kunci: kepuasan konsumen.**

## **ABSTRACT**

*This study has objective analyze customer satisfaction product phone Blackberries and phone Samsung and test differences the customer satisfaction of the phone Blackberries and phone Samsung in Muhammadiyah University Yogyakarta. Included in this study taken to technique accidental sampling as many as 50 phone users Blackberries and 50 phone users Samsung. Research conducted obtained through the distribution of the questionnaire. Analysis of data conducted using importance performance analisis and the Independent t Test sample.*

*The tests carried out show consumers satisfied with the mobile phone Blackberries and Samsung. There is a different levels of satisfaction products Blackberries and mobile phone Samsung.*

***Key words : consumens loyalty.***