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The Factor Analysis of Marketing Mix Blackberry Internet Service (BIS)

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ABSTRACT

The market growth of the telecommunication sector has been significant in the last fifteen years. One of the reason because people always need to communicate each other whenever and wherever they are. So for this reason, Research In Motion (RIM) in 2004 with blackberry product came to Indonesia. Blackberry has service for push email, telephone cellular, short message, browsing, and messenger. The growth of blackberry in Indonesia was growth very quickly. Blackberry user in Indonesia more than 1 million (ATSI, 2010). This research intends to gain data and information related the factor analysis of marketing mix blackberry internet service in Bandung. The study and discussion of the descriptive analysis on the telecommunication industry yielded conclusions that only six factors are important in customer decision to choose the blackberry internet service. They are variation of program pricing, the number of intermediaries, variation service package, speed of access, fitur and coverage.

Keywords: *Marketing Mix, Blackberry, Factor Analysis.*

1. INTRODUCTION

The market growth of the telecommunication sector has been significant in the last fifteen years. One of the reason because people always need to communicate each other whenever and wherever they are. So for this reason, Research In Motion (RIM) in 2004 with blackberry product came to Indonesia. Blackberry has service for push email, telephone cellular, short message, browsing, and messenger. The growth of blackberry in Indonesia was growth very quickly. Blackberry user in Indonesia more than 1 million (ATSI, 2010). The blackberry user growth because shifting of the target market. In the begin blackberry user only for business people, know everybody especially in young people use blackberry for connect each other. The other reason rising the demands for blackberry in line with the growing of the social networkers like facebook, and twitter.

The demand of blackberry makes the competition tighter. The competition between Telkomsel, Indosat, XL, Axis and "3" more competitive. All operators have a marketing strategy to achieve their goals. The marketing strategy consists of selecting target market and developing marketing program. In this situation the company must give the program that easy to understand by customer. For this reason the company should understand marketing mix factors that important in customer mind. Based on the aforementioned background, the central theme of the research is "The Factor Analysis Of Marketing Mix Blackberry Internet Service (BIS)".

1.2 Research Objectives

This research intends to gain data and information related the factor analysis of marketing mix blackberry internet service in Bandung

1.3 The Use of the Research

In conducting the research on the telecommunication industry in Bandung, the author aims to contribute as follows:

1. Theoretical Contribution

The research contributes to the knowledge aspect by confirming the variables and the development of research indicators especially in the field of marketing management regarding the aspect of marketing mix in

telecommunication industry, and can be a source information or reference for future research in the telecommunication industry.

2. Practical Contribution

The research also contributes to practical use by offering some insights for the industry to develop effectiveness in marketing mix program.

2. FRAMEWORK

The Telecommunication industry is growing rapidly at present. This growth is due to the increasingly fierce competition. In order to maintain the market share, producers must be able to implement good marketing strategies. They involve satisfying the needs and wants of the customers which may be achieved by providing good products or services.

In order for a product or service to be acceptable for a customer, a company needs to decide upon the suitable strategy. It is from companies that are able to exhibit an advantage over the competition that the customers will buy their products or services. Porter (1985) proposed that in order to have an advantage over the competitors, a company needs to apply the following strategies: (a) differentiation, (b) low cost, and (c) focus.

Bearden, Ingram and LaForge (2004) proposed that marketing strategies consist of selecting a target market and developing a marketing mix to satisfy that marketing needs. A target market is a defined group of consumers or organizations with whom a firm wants to create marketing exchanges. A marketing mix is the overall marketing offer to appeal to the target market. It consists of decisions in four basic areas: product (development of a product, service, or idea to exchange), pricing (what to charge for the exchange), and integrated marketing communications (how to communicate with the target market about the possible exchange), and distribution (how to get the product, service, or idea to the target market to consummate the exchange). The indicator for this research are variation service package, speed of access, stability of access, user friendly, brand awareness, product easy to remember, fitur, pricing, variation of pricing program, advertising, sponsorship, discounting, reward, brand image, personal selling, the number of intermediaries, and coverage.

3. RESEARCH METHOD

The research implements the economics science approach especially the management science focused on marketing management such as product, price, place, promotion in the telecommunication industry. The study involved distributing a survey to 200 respondents who were user of Blackberry Internet Service (BIS) from Telkomsel, Indosat, XL, and Axis in Bandung. Based on the objectives, this research is a descriptive study. Observations were conducted using cross-sectional time horizon.

Keeping in mind that the main aim is to reduce the factor of marketing mix variables, therefore the approach and solution techniques used as the analysis tool in this study is the factor analysis.

4. RESULTS AND DISCUSSION

Factor analysis use to extract factors in marketing mix that important to the customer for decision to choose provider blackberry internet service. The marketing mix factors are variation service package, speed of access, stability of access, user friendly, brand awareness, product easy to remember, fitur, pricing, variation of pricing program, advertising, sponsorship, discounting, reward, brand image, personal selling, the number of intermediaries, and coverage. Before factor analysis, we use the barlett's test sphrecity & Kaiser Mayer-Olkin (KMO) to check number of valid cases for each variable. The result for KMO and Barlett's test can see in Tabel 4.1.

Table 4.1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	577.805
	Df	153
	Sig.	.000

From the table, the result of KMO are 0,609 with significant value 0,000. The result are more than 0,5 and the significant value less than 0,05, indicate the variable valid.

The result from factor analysis is that only 6 (six) factors that customer think that important. The six factors are variation of program pricing, the number of intermediaries, variation service package, speed of access, fitur and coverage. This factor is important to customer because the target market now for blackberry internet service is young people who spend not much money for communication. That indicate that the variation of program pricing is important than the other. The other reason customer always wants something easy, so they think the number of intermediaries is important.

5. CONCLUSIONS

The study and discussion of the descriptive analysis on the telecommunication industry yielded conclusions that only six factors are important in customer decision to choose the blackberry internet service. They are variation of program pricing, the number of intermediaries, variation service package, speed of access, fitur and coverage.

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