

SIKAP DAN KEINGINAN TINGKAH LAKU PENGGUNA DALAM PEMILIHAN TELEFON BIMBIT: KAJIAN KES DI BANDAR BARU BANGI, SELANGOR

(Consumer Attitude and Behavioural Intention in the Selection of Mobile Phones:
A Case Study in Bandar Baru Bangi, Selangor)

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ABSTRAK

Maklumat tingkah laku pengguna terhadap keinginan memilih sesuatu produk adalah sangat penting dalam menentukan strategi promosi dan pemasaran produk sesebuah syarikat. Dalam kajian ini, Model Fishbein digunakan untuk menganalisis keinginan memilih jenama produk telefon bimbit di kalangan pengguna. Tiga jenama telefon bimbit yang menjadi pilihan kebanyakan pengguna telah dipilih. Kajian ini melibatkan tinjauan menggunakan borang soal selidik di kalangan 112 responden pengguna telefon bimbit. Hasil kajian menunjukkan bahawa wujud kecenderungan di kalangan kebanyakan pengguna untuk memilih suatu jenama tertentu telefon bimbit berbanding jenama lain.

Kata kunci: keinginan tingkah laku; Model Fishbein; telefon bimbit

ABSTRACT

Information on consumer behavioural intention in choosing a product is important for an organisation to determine product promotion and marketing strategies. In this study, we use Fishbein Model to analyse the consumer behavioural intention regarding the choice of the mobile phone brand. Three popular mobile phones were chosen. The study involved a questionnaire-based survey on 112 respondents of mobile phone users. The results show that there exist tendencies in the majority of the customers to choose a particular brand from others.

Keywords: behavioural intention; Fishbein Model; handphone

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