

## THE SATISFACTION OF STUDENTS BY USING BLACKBERRY MESSENGER IN SYIAH KUALA UNIVERSITY ACEH

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### ABSTRACT

This research motivated by the condition of competition between instant message service providers company are increasingly widespread even been able to beat the users of short message service (SMS) in Indonesia. This research purposeful to determine effect of the trust, service quality, perceived value and customer satisfaction on the users of blackberry messenger. The sampling technique used in this research is the purpose sampling. Analysis in this research used multiple linear regression. The results of this research stated that partially trust, service quality and perceived value have positive effect and significant to customer satisfaction. Based on the result showed that the variable of perceived value have the biggest effect that is 36 percent with significance 0,000 Adjusted R square 0.364 showed that 36.4 percent of the variance of customer satisfaction is explained by independent variable in the regression equation, while the other 64.6 percent is explained by other variables not examined in this research.

**Keywords:** Trust, Service Quality, Perceived Value, Customer Satisfaction.