CHAPTER IV

CONCLUSION AND SUGGESTION

4.1. CONCLUSION

4.1.1. Product Variables

In making a product, it is important to pay attention to the product variables, because product variables can determine every element of the product. For example, in making a cellular phone (a product) it is necessary to pay attention to the quality, the design, the product variety, and the features (product variables).

4.1.2 Customers' Perception of GSM Cellular Phone's Product Variables

Based on the research, most respondents mentioned that GSM cellular phone's product variables are good. From product variety, most respondents agree that GSM cellular phones have a good product variety because new types of GSM cellular phones are produced intensively and some variations are available at present.

From the quality, most respondents agree that GSM cellular phones have good level of signal acceptance and software reliability, and also good battery durability, keypad, casing, and LCD.

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From the designs, most respondents agree that GSM cellular phones have good designs because they have various colours, shapes and dimentions and also the designs follow the booming of trends.

For the features, most respondents mention that the features of GSM cellular phones are good because GSM cellular phones have various features and follow the progress of technology. That opinion is supported by a report which says that 'GSM cellular phone company produces many kinds cellular phone with interesting features. For example, Sony Ericson K810i and K550i offer cellular phone with a high quality automatic focus camera. Nokia N93i offer cellular phone which can make a video clip' (translated from //http informasi seputar ponsel.com/info/ 25th May 2007).

4.1.3 Customers' Perception of CDMA Cellular Phone's Product Variables

From the result of the research, it can be seen that most of the products of GSM cellular phone are superior than CDMA. From product variety, most respondents feel that GSM cellular phones are better than CDMA cellular phones because CDMA cellular phones do not have many variations like GSM cellular phones. *Harian Kompas* wrote that 'the types and brands of GSM are better than CDMA because CDMA is a new comer in cellular phone business so the products are fewer' (translated from http//www.hariankompas.com/ 25th May 2007).

Most respondents also feel that the quality of GSM cellular phone is better than CDMA cellular phone because CDMA cellular phones do not

have good level of signal acceptance and software reliability, and do not have good battery durability, keypad, casing, and LCD as GSM cellular phone.

From the design, most respondents have the opinion that the design of GSM cellular phones is better than CDMA cellular phone because the colours, shapes, and dimentions of CDMA cellular phones do not have as many variations as GSM cellular phones. *Harian Kompas* also wrote that 'the development of GSM cellular phone is faster than CDMA cellular phone because, in general, CDMA cellular phones have rigid design' (translated from http//www.harian kompas.com/ 25th May 2007).

From the features, most respondents agree that GSM cellular phones are better than CDMA cellular phones because CDMA cellular phones do not have as many features as GSM cellular phones.

4.1.4. Preference

From the information above, we can see that most respondents agree that the products of GSM cellular phone are better than the products of CDMA cellular phones seen from all variables. And at present the number of GSM cellular phone users is larger than CDMA cellular phone users.

4.2 SUGGESTION

I have some suggestions for GSM cellular phone and CDMA cellular phone producers. For GSM cellular phone, I suggest that GSM cellular phone producers can maintain and make more innovative products so that

the customers will continue using GSM cellular phones. For CDMA cellular phones, I suggest that CDMA cellular phone producers can make more innovations so that the products can be more developed and competitive, therefore they can be equal and even exceed GSM cellular phones.