

**Analisis Pengaruh Produk, Harga, dan Promosi Terhadap Keputusan
Berpindah Merek Pada Produk *Smartphone* Blackberry Ke *Smartphone*
Samsung**

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ABSTRACT

Dynamic market conditions with a wide range of products offered by causing consumers to get smart and selective in choosing which products to buy. Consumers will compare each product before deciding which product is best for them to use. Lots of consumers are switching brands if they are not satisfied with a particular brand or product. The need to communicate becomes a very important thing for everyone. Needs of telecommunications services in the future due to the demands of users who will certainly continue to increase from year to year. But among the various existing telecommunications services needs of the most high and continues to increase today is mobile. This obviously makes the company to continuously improve productivity and promotion and adjust the price for mobile products that will be sold to consumers later. The purpose of this study was to determine the influence of product, price, and promotion on brand switching decisions. This research is a field study. The population in this research is the user's smartphone. The samples in this study were 100 people smartphone users. Data collection through a questionnaire. The results of the multiple regression analysis, $Y = 3853 + 0.161X_1 + 0.107X_2 + 0.323X_3 + e$. The most influential independent variable on the dependent variable is the variable promotion (0.323), the variable products (0.161), and variable pricing (0.107). T test results prove that all the independent variables (product, price, and promotion) have a positive effect on the dependent variable is the decision to move the brand. And the coefficient of determination (adjusted R²) were obtained for 0.182. The percentage contribution of the effect of variable product, price, and promotion of their decision to move the brand is of 18.2%. And the rest is influenced by factors that are not included in this study.

Keywords: Product, Price, Promotion, Decision Brands switching