

ABSTRACT
Implications of product knowledge, level of satisfaction and purchase preference to the brand switching on BlackBerry mobile products in Bandar Lampung
by
Sarastya Satiti

This research types are explanations by using quantitative approach. The Aims of this research are going to gain an overview of a situation and problems and interpret either partially or simultaneously the influence of product knowledge, level of satisfaction and purchase preference to the brand switching. The population is people who are use *BlackBerry* mobile phone in Bandar Lampung with the sample size of 100 respondents. Authorize use multiple linear regression analysis.

The results showed that the product knowledge, satisfaction levels and preferences affect the simultaneous purchase of brand switching. Satisfaction levels have a significant effect on brand switching partially. The most dominant variable is the level of satisfaction (35.1%). Value of the coefficient of determination showed 27.4% variation in brand switching BlackBerry mobile products in Bandar Lampung could be explained by the independent variables of product knowledge, level of satisfaction and purchasing preferences. While, the remaining is influenced by other variables that were not included in this research model.

Keywords: Knowledge Products, Satisfaction Level, Preference Purchasing, Brand Switching.