

ABSTRACT

THE FACTORS INFLUENCING THE BRANDSWITCHING OF USERS OF NOKIA TO BlackBerry MOBILE PHONES (CASE STUDY IN BANDAR LAMPUNG)

Brand switching is decision of brand displacement by customers in certain period of time use. This brand switching can be determined from many indicators, such as product attribute, price, promotion and distribution. The issue of brand switching has been growing along with the intense business competition situation. Market situation is also increasingly varied and the customers are more selective and critical in buying actions. This circumstance is in both in small and big trading and services business scales. It also occurs in mobile phone trading business in Bandar Lampung. Indonesia's mobile phone market share is dominated by Nokia mobile phone and Blackberry mobile phone. The condition stimulates more competitive competition in market sharing. Based on the fact, the problem discussed in this research is: do product attribute, price, promotion and distribution influence brand switching toward Nokia mobile phone users to Blackberry mobile phone in Bandar Lampung?

This purpose of this research is to determine the influence of product attribute, price, promotion and distribution factors on brand switching toward Nokia mobile phone users to Blackberry mobile phone in Bandar Lampung on 100 respondents as samples using incidental method (accidental, opportunistic sampling).

The analytical methods used were qualitative and quantitative analysis. The qualitative analysis was conducted by analyzing the problems based on theories related to brand switching toward Nokia mobile phone users to Blackberry mobile phone and then it was associated with data obtained through questionnaires distributed in Bandar Lampung. The quantitative data was conducted by logistic binary regression. The results obtained in this research showed that product attribute, price, promotion and distribution significantly influences brand switching toward Nokia mobile phone users to Blackberry mobile phone. Nagelkerke R^2 value is 0,634 which means the factors like product attribute, price, promotion and distribution can influence brand switching decision by 63,4%, while the remaining 36,6% is influenced by other variables outside of the model. The author's suggestions to Blackberry mobile phone distribution is to be more creative in developing mobile phone attribute by increasing the promotion and keeping the products are always available in Blackberry's dealers.

Keywords : Brand Switching, *Product attribute*, Price, Promotion, Distribution Product.

