

## **ABSTRACT**

*This study aims to test the influence of customer dissatisfaction, alternative attractiveness, and switching cost on switching behavior smartphone products in Semarang city. The Push-Pull-Mooring model was adopted in this study.*

*The population in this study are consumers aged 17-49 from the town of Semarang who had changed the brand of a smartphone at least once. The research is not limited to a specific smartphone brand. The total sample used was 164 respondents with purposive sampling techniques. This study tested the hypothesis using the Structural Equation Model (SEM) method, which was processed through the Analysis Moment of Structure (AMOS) 24 program.*

*This study successfully demonstrated the positive and significant influence of customer dissatisfaction on switching intention and switching behavior. Furthermore, alternative attractiveness has a positive and significant influence on switching intention. However, switching cost has a negative and insignificant influence on switching intention and switching behavior. In the end, switching intention can positively and significantly mediate the influence of the independent variable on switching behavior.*

**Keywords:** *Customer Dissatisfaction, Alternative Attractiveness, Switching Cost, Switching Intention, Switching Behavior*