

## ***ABSTRACT***

Competition in selling Notebooks among many brands, especially in Indonesia it is said to be very strict, take one for example is Acer Notebook, which is considered to have high sale from year to year, this happened due to the low demand of Toshiba sales. The aim of this research is to know the effect of advertisement, service quality, price perception, and dissatisfaction as independent variable towards the decision of turning to another brand as dependent variable.

A sample in this research is consumers, buyers, and Acer notebook users in Semarang, a total of 100 respondents chosen by using *purposive sampling* method. Analysis technic used to process data in this research by using SPSS 20.

The result in this research shows that all commercial variable, service quality, price perception and dissatisfaction of consumers, positively affect and significant towards choosing other brand.

Keywords : advertisement, service quality, price perception, consumer dissatisfaction, buying decision