

## **ABSTRACT**

*The research was motivated by the phenomenon of emergence many new brands, especially for smartphone product categories. Currently the smartphone market dominated by Android product , It can be one indication that the displacement of the BlackBerry brand to another brand .*

*The purpose of this study was determine the effect of product attributes , Variety Seeking Behavior , and Promotion of Behaviour on Ex brand switching brand BlackBerry Smartphone users in Semarang . The population in this study is the consumer who has ever used a BlackBerry products and have switched to another brand or make the shift to a brand other smartphones who live in the city of Semarang . The sample in this study was 100 respondents using purposive sampling method . The analytical tool used is multiple linear regression analysis were first tested with validity and reliability .*

*From the results of regression analysis can be known that the variable product attributes ( X1 ) , variety seeking ( X2 ) and promotion ( X3 ) jointly influence on brand switching behavior ( Y ) . With the promotion is the most positive variable influence on brand switching behavior followed by the variety seeking behavior and then product attributes. The third variables influence for 51.9 % on brand switching behavior. While the remaining 48.1 % is influenced by other variables .*

*Keywords : product attributes, variety seeking, promotion, brand switching*