ABSTRACT

In this digital era with increasingly high technology, the existence of smartphones is very important for society. So that when consumers use smartphones, they are faced with variety of choices due to various advantages of each brand according to the needs and desires of consumers. If the product is problematic, the service is not good, there are better benefits to other products, then the desire of consumers to look for new variations will cause consumers to easily switch brands, namely by the occurance of the phenomenon brand switching that occurs in society nowadays.

This study aims to analyze how influence the brand switching by using these following variables; product problem, service problem, benefit/value other products, and variety seeking among users of Samsung branded smartphones in Semarang. The population used in this study were ASN Class III and IV in the city of Semarang. The sample used was 96 respondents with the criteria of ASN Class III and IV within the city government of Semarang which have Samsung branded smartphones and those who have purchased another smartphone in the last two years. The sampling method was done by using Non-Probability Sampling technique with purposive sampling approach. The data collection method used through questionnaires distribution. This research study used data analysis methods with multiple linear regression analysis techniques through IBM SPSS Statistics 23 analysis tools program.

From the results of hypothesis testing on the t test in this study, indicate that all of the four hypotheses proposed can be accepted, namely product problem, service problem, benefit/value other products, and variety seeking have a positive and significant effect on brand switching. In the F test, it shows that all the independent variables simultaneously affect the dependent variable (brand switching).

Keywords : *Product Problem, Service Problem, Benefit/Value Other Products, Variety Seeking, Brand Switching*