

ABSTRACT

The purpose of this study is to analyze the relationship needs to find variations, prices and product quality on brand switching lenovo smartphones to other brands. The population in this study is smartphone users in the city of Jombang. This research includes exploratory research, using likert scale, data collection method with questionnaire, library research, documentation and interview.

The retrieval technique in this research data with the questionnaire. The technique of determining the respondents using purposive sampling technique. In the analysis stage, the reliability and validity test for questionnaires were distributed to the respondents, normality test, heterokedastistas test, multiple linear analysis, t test, R2 test. SPSS applications are used to help test this model.

The results of this test indicate that there is a relation between variation does not significantly affect the brand movement, but does not contribute much to brand switching, the price significantly affects brand switching, product quality has no significant effect on brand switching, but does not contribute much to brand shifting .

Keywords: Search for Variation, Price, Product Quality, Brand Switching, Lenovo, Jombang