

ABSTRACT

This Research is done/conducted to identify the factors which behaviour influence of Brand switching product of card seluler in Municipality Yogyakarta. Sample weared to use the method of purposive sampling by propagating kuisisioner to respondent, total of sample as much 99 respondent. Analysis technique used in this research use the Technique analyse the doubled regression

Result of research by Simultan is Found that eight of Independent variable that is, (Price, Inconvenience, core service failure, Service encounter failure, Employee Responses to service failure, Attraction by competitor, ethical problem, Involuntary Switching) at a time have an effect on to variable dependent (brand Switching). While examination Result by partial there are five independent variable (Price, core service failure, Service encounter failure, Employee Responses to service failure, ethical problem), having an effect on positive and significant to third Brand Switching and of variable which do not have an effect on to brand Switching is variable (Inconvenience, Attraction by competitor, Involuntary Switching.). Result of research also show that equal to 80, 3% variation of transfer of explainable card seluler brand by variation from eight of independent variable, while rest influenced by factor-factor of is other; dissimilar

Keyword: Brand Switching, Price, Inconvenience, core service failure, Service encounter failure, Employee Responses to service failure, Attraction by competitor