

## **ABSTRACT**

*In early December 2014 began reported that the flexi setback and will shut down the service and replacing the flexi products into telkomsel products so that consumers have to accept the risks when doing flexi product replacement product to Telkomsel.*

*The purpose of this research is to analyze the factors of risk acceptable to consumers after flexi product replacement product to Telkomsel. This research is quantitative. Population in this study was the city that society still using the product. Sample collection is done by distributing questionnaires, using the method of sampling nonprobability with incidental sampling technique to the 100 people who have done the replacement product. This study using factor analysis techniques to search for risk factors that are acceptable to consumers after flexi product replacement product to Telkomsel.*

*These results of this research shows that four factors which are formed in the push factors of risk acceptable to consumers after replacement product flexi into products telkomsel especially in people who are still using the product is 1) Factors Functional amounted to 43,6%, 2) Factors Time at 7.83%, 3) Financial Factor of 6,24%, 4) Psychological Factors of 4,95%.The total percentage of variance is 62.62%. It means those factors could explain 62.62% of all original factors or starting variables and there are other influence factors as 37.38% which also influence risk acceptable to consumers after the replacement of the product to the flexi products telkomsel in the city of Bandung were still using the product.*

*It can be concluded that during the transition period towards telkomsel flexi there are four factors of the research results. The fourth factor to represent the diversity of the variables origin, which is the dominant factor is caused by functional factors. So that consumers feel the change of the function of the product after the replacement of the product flexi product to Telkomsel.*

**Keywords: Factor Analysis, Risk Factors, Product Replacement**