

## **ABSTRACT**

*Global smartphone user growth foreseen will continue to increase. Responding to the rapid growth, apple got a positive response on the product sales of the iPhone in the world market. As the development of technology, with Consumers was further treated with a variety of options and the ease of replacing its products to other products of different brands. the goal of researchers is to find out the cause of the occurrence factors of displacement of the brand to the iPhone among university students of Telkom, Bandung.*

*The theory used in this study is a theory according to Hawkins and Mothersbaugh(2010:637) brand switching is the result of consumer dissatisfaction will result in a product that consumers purchase the product at the termination of a brand and replace them with products from other brands. Taken from five factors i.e. product attributes, variety seeking, lifestyle, community effects, product features.*

*This type of research is quantitative. by spreading detailed questionnaire as many as 120 respondents iPhone users on the University students of Telkom, Bandung. from the results of the responses of the respondents then done processing the data statistically with descriptive analysis method and analysis of factors. After a calculation that factors product attributes, variety seeking, lifestyle, community effects, product features included in the cause of brand switching the iPhone.*

*The results of the research with a descriptive method and analysis of factors suggests that product attributes is a major factor causes switching the iPhone brand. In seeking a variety factors follow, lifestyle, community effects, product features. It also formed the 3 component causes switching the iPhone brand among university students of Telkom Bandung which comprises the main component product attributes, variety seeking, community effects.*

***Keyword: Product Attributes, Brand Switching, Community Effects, Product Features, Lifestyle, And Variety Seeking,***