

## THE INFLUENCE OF SALES PROMOTION, PRODUCT QUALITY AND CONSUMER DISSATISFACTION WITH BRAND TRANSFER DECISIONS (STUDY ON EX BLACKBERRY USERS IN BANDUNG REGENCY)

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### ABSTRACT

This study aims to determine the influence of sales promotion, product quality and consumer dissatisfaction with blackberry smartphone brand transfer decisions in Bandung Regency. The method used is descriptive analysis, the types and sources of data obtained in this study are primary data and secondary data. The data collection technique in this study is to spread questionnaires, with a sample of 100 respondents who are respondents who move Blackberry brand smartphones to other brand smartphones. The study used four variables: Sales Promotion (X1), Product Quality (X2), Consumer Dissatisfaction (X3) and Brand Transfer Decisions (Y). The results of the study using multiple regression analysis showed that sales promotion had no significant effect on brand transfer decisions, product quality had a significant effect on brand transfer decisions and consumer dissatisfaction had a significant effect on brand transfer decisions. Together/ simultaneous sales promotion, product quality and consumer dissatisfaction have a significant effect on brand transfer decisions. Later in the analysis of the coefficient of determination it can be known that brand transfer decisions are influenced by sales promotion, product quality and consumer dissatisfaction by 30.6%, and the rest is influenced by other factors

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## 1. INTRODUCTION

Technological developments, especially in the field of communication today, have progressed quite rapidly, such as the advancement of internet technology and mobile phones. Mobile phones always develop over time both technology and physical display, ranging from mobile phones with many separate buttons, phones with Qwerty keyports, to the latest generation of mobile phones or so-called *smartphones* with capable technology. *Smartphone* itself is a mobile device that can be used to communicate basic (sms and telephone) but also in it there is a PDA (*Personal Digital Assistant*) function and can work like a mini computer.

Along with the advancement of science and technology and also the era of free markets make competition in the *smartphone* industry very fierce, with the entry of various types and brands of *smartphones* in Indonesia such as Nokia, Samsung, Blackberry, iPhone, Sony and others make people have many choices in choosing the type and brand of *smartphone* which is on the market. Among these smart phones, Blackberry branded smartphones are mobile phones that at the beginning of their arrival in Indonesia received a very good response from the people of Indonesia.

Blackberry is a Canadian *smartphone* manufacturer. *This smartphone* was introduced to the public in 1999 then began to enter Indonesia in December 2004 which was introduced by starhub company and well-known Indonesian operator Indosat. This starhub company is a manifestation of rim company, RIM is a blackberry developer in the world. As a newcomer to the world of mobile phones, Blackberry immediately became a tough competitor for big players in Indonesia, such as Nokia and Sony Ericsson. Blackberry became phenomenal at the beginning of its appearance is none other than because there are unique features that are not owned by other brand phones. This feature is *Blackberry Messenger* or shortened to BBM.

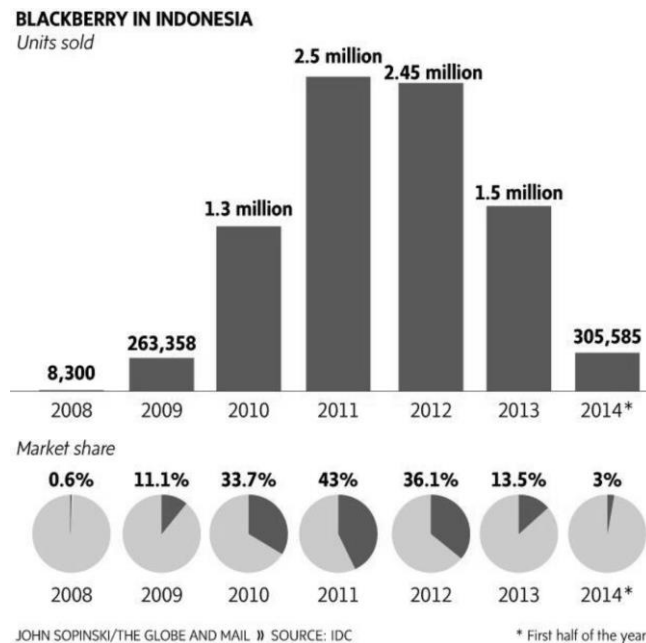
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But after mastering the Indonesian market for the past 8 years, blackberry's existence began to be shaken by the emergence of various competitors in the same field, namely smartphones with more advanced technology and rich in features. Among them is a smart phone that carries the android *platform* (android is an operating system that has a myriad of varied applications, such as the availability of many *games, software* and others) launched by Google, the iphone smartphone issued by a well-known company, Apple. This smartphone uses the iOs operating system, Windows Phone which is a smartphone issued by a large Microsoft company, no less also phones from China such as Xiaomi, Meizu, Huawei, and also local players from the country such as Evercross, Advan, and Mito.

With the entry of newcomers in the form of more advanced technology from several smartphone companies that have a variety of features and applications that are many and varied make Blackberry began to be abandoned by its users. This is certainly driven by several things, including promotions from more attractive competitors, the lack of quality improvements in Blackberry *smartphones* and dissatisfaction experienced by Blackberry users, as experienced by the author himself and some of the author's friends who have been interviewed spontaneously. Blackberry smartphones have a very minimal availability of *games*.

The following are sales per Blackberry unit in Indonesia reported from the KOMPAS.com page quoted from IDC.

**Gambar: 1**



**Blackberry unit sales from 2008 to 2014**

Source: [www.kompas.com](http://www.kompas.com)

From the graph data (see Figure 1) above, it can be known that Blackberry smartphones in 2011 are the leaders of the *smartphone* market in Indonesia to penetrate 43% of its sales. But as technology is growing rapidly and the emergence of competitors that are more in demand by consumers, Blackberry has decreased to reach a low percentage of 13.5% at the end of 2013 and the total percentage has decreased at the end of 2014 reaching 3%.

The latest data from research firm Gartner released in the first quarter of 2016, as summarized by Kompas Tekno from PC World, Tuesday (05/24/2016), explains that Blackberry sales are declining dramatically. Blackberry phones sold during the first quarter of 2016 were only 659,000 units with a market share of 0.2%. In other words, Blackberry has almost "vanished" from the *smartphone* market with a market share of less than 1 percent. Blackberry recorded a significant decrease in market share compared to the first quarter of 2015 of 0.4%, as described in table 1 below:

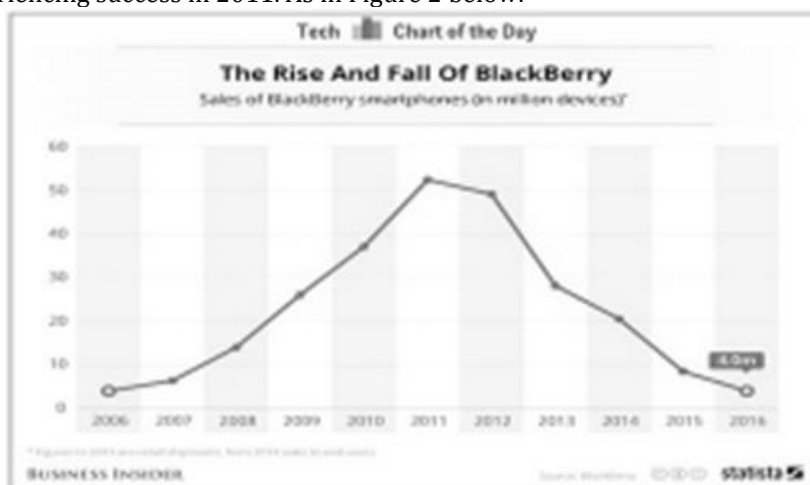
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**Table 1.**  
**Blackberry Unit Sales 2015 Quartal 1 And 2016 Quartal 1**

Operating System	1Q16	1Q16 Market Share (%)	1Q15	1Q15 Market Share (%)
	Units		Units	
Android	293,771.2	84.1	264,941.9	78.8
iOS	51,629.5	14.8	60,177.2	17.9
Windows	2,399.7	0.7	8,270.8	2.5
Blackberry	659.9	0.2	1,325.4	0.4
Others	791.1	0.2	1,582.5	0.5
<b>Total</b>	<b>349,251.4</b>	<b>100.0</b>	<b>336,297.8</b>	<b>100.0</b>

Source: [www.kompas.com](http://www.kompas.com)

Another fact regarding the decline in Blackberry *smartphone* sales was supported by online news site [techno.okezone.com](http://techno.okezone.com) in October 2016 which revealed that Blackberry *smartphones* had stopped making mobile phones. The company has announced that Blackberry will no longer produce its own *hardware*. Based on statistics reported by Bussines Insider in [techno.okezone.com](http://techno.okezone.com), Saturday (1/10/2016), has described the total sales of Blackberry throughout 2006 to 2016. Blackberry phone sales began to slump in 2012 after experiencing success in 2011. As in Figure 2 below:



**Figure 2. Blackberry unit sales from 2006 to 2016**

Source: [www.techno.okezone.com](http://www.techno.okezone.com)

One of the factors that led to the decline in the number of Blackberry users was consumer dissatisfaction, Blackberry users felt that the applications running on Blackberry *smartphones* were not running properly. *Blackberry Messenger* in its use often experiences *problems*, such as *experiencing errors*, disconnection of servers from the *Research in Motion (RIM)* which results in Blackberry users unable to *chat* to fellow Blackberry users. This is as reported on the website of the famous *gadget* tabloid in Indonesia, namely the Tabloid Pulsa website revealed by the Minister of Communication and Telecommunications of Indonesia Mr. Tifatul Sembiring stated that Blackberry sales actually decreased sharply with a very sad percentage of 70%. The Minister of Communication and Telecommunications himself expressed disappointment about Blackberry's services which are increasingly declining in terms of quality. The news is also supported by news that the author found in [tekno.kompas.com](http://tekno.kompas.com), the news reported that Blackberry switched to Android *smartphones* because Blackberry users experienced a disruption of *Blackberry the influence of sales promotion, product quality and consumer dissatisfaction with brand transfer decisions (study on ex blackberry users in bandung regency) - dewi yolanda*

Messenger (BBM) services. Another reason the number of Blackberry users switching to other brands is because competitor promotions are more attractive. Like advertisements from competitors who use well-known endorsements, so that it is more attractive to consumers and the delivery of information that is easily digested by consumers. In addition, there are discounts and gifts from other brands' *smartphones*. As for Blackberry because it feels *the* Blackberry brand is good (in its time), so it rarely gives discounts or gifts. But precisely this led to the movement of the brand on Blackberry *smartphones*.

## 2. METHOD

This study uses quantitative descriptive methods where quantitative methods according to Sugiyono (2014: 81) are used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behavior, variable relationships and to test some hypotheses about sociological and psychological variables from samples taken from a particular population, data collection techniques with observations (interviews or questionnaires) that are not in-depth and research results. tends to be generalized. The population used is consumers who move Blackberry brand *smartphones* in Bandung Regency. The sample sample used in this study was adjusted to the *Structural Equation Model* (SEM) analysis method. In the SEM method, the number of samples needed is at least five times the number of indicator variables (Ferdinand, 2014). As for the number of indicators in this study as many as 20 indicators, so at least  $20 \times 5 = 100$  samples are needed, so that the sample used is as many as 100 people.

The types and sources of data in this study are twofold, namely primary data obtained by distributing questionnaires to visitors around Majalaya Square, Ciparay Square and students of The Islamic University of Nusantara who were respondents to this study. The second is secondary data in the form of literature books, journals and articles related to the theory of sales promotion, product quality, consumer dissatisfaction and brand transfer and information obtained from the internet about Blackberry, the use and competition of the mobile phone industry in Indonesia. The data collection method used in this study is to spread questionnaires, which are data collection techniques carried out by giving a set of questions or written statements to respondents for them to answer. The statistical analysis technique used in this study is Multiple Linear Regression Analysis. Before analyzing with multiple linear regression models, hypothesis tests and determination coefficients, research instrument testing is carried out through validity and reliability tests.

The validity test is used to measure the validity or validity of a questionnaire (Ghozali, 2018: 51). The validity test is done by comparing the value of  $r$  count with  $r$  table, if  $r$  calculates positive and  $r$  calculates  $> r$  table then the variable is valid. Furthermore, the reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time (Ghozali, 2018:45). An instrument or variable is declared reliable if the reliability coefficient is at least 0.60 (Sugiyono, 2014: 220). In addition, testing was also carried out on the presence or absence of deviations of the classical assumption of multiple linear regression. A good regression model is one that can meet classical assumptions such as the absence of multicollinearity, the absence of heteroskedasticity and meeting the normality of a regression model.

### 2.1 Sales Promotion

Promotion is one element of the marketing mix (*marketing mix*). Promotion itself is an activity to introduce a product or service to the target market so that the target market or consumer knows the existence of the product. To make a product that is already known by consumers becomes preferred and consumers feel interested in having the product. Even for consumers who have forgotten, it is expected to be reminded of the product through promotional activities. One of the eight commonly known promotional indicators is *sales promotion*, where the promotion is a promotion that offers direct action to consumers or prospective consumers to immediately take action to buy the company's products as soon as possible.

Basically, sales promotion is the provision or use of incentives to encourage the sale of products offered by the company in the form of goods or services produced, so that prospective buyers or consumers can know the existence of products or services and are interested in buying them. To understand more about sales promotion, Harman Malau (2017:103) says that "sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately and increase the number of goods that customers buy. Through sales promotion, companies can attract new customers, encourage customers to buy more, attack competitors' promotional activities,

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increase *impulse buying*, or seek closer cooperation with retailers." According to Kotler and Armstrong (2015:501) stated that "*Sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service*". This means that sales promotion is a short-term incentive to encourage the purchase or sale of a product or service.

Meanwhile, according to Grewal and Levy (2014: 572) stated that "*Sales promotions are special incentives or excitement-building programs that encourage consumers to purchase a particular product or service, typically used in conjunction with other advertising or personal selling programs*". A sales promotion is a special incentive or program that encourages consumers to buy a particular product or service usually used in conjunction with an advertisement or direct sales program. Of the three definitions put forward by experts, basically have the same intention, that sales promotion is an incentive tool used to stimulate the purchase or sale of a product or service more quickly and larger which is usually short-term.

## 2.2 Product Quality

Product quality is a very broad concept not only emphasizing the aspect of results but also human and process. One of the main values expected by customers of the manufacturer is the high quality of the product. Product quality is how describing the product can provide something that can satisfy consumers. There are several understandings about the quality of products put forward by experts, including: According to Kotler and Armstrong (2014: 253) defines the definition of product quality as follows, "*product quality is the characteristic of a product or service that bear on it's ability to satisfy stated or implied customer needs*". The definition states that product quality is the character of a product that has the ability to meet customer needs.

According to Handoko in Prajati (2013: 16), "Product quality is a condition of an item based on an assessment of its conformity to established measuring standards. The more in accordance with the established standards, the more qualified the product will be" According to Rambat Lupiyoadi and A. Hamdani (2009: 176) said that "product quality is the process of producing an item, where the quality of products provided by the company can create a positive perception of customers towards the company and produce a customer satisfaction and loyalty".

From the description above, it can be concluded that product quality is the focus of the success of a company's business. Therefore, every company always strives to be able to continue to improve the quality of its products. The quality of the product should not only be seen from the point of view of the user or customer of the product. In this case the quality of the product must reflect the level of ability of the product to provide the benefits expected by the wearer or customer through the physical object of the product. Product quality has an interest for consumers in managing a good relationship with the product provider company. The existence of a reciprocal relationship between the company and consumers will provide opportunities to know and understand what are the needs and expectations that exist in consumer perception. Thus, product provider companies can provide good performance to achieve consumer satisfaction through maximizing a pleasant experience and minimizing the experience that is less pleasant to consumers in consuming products. If the performance of a product received or felt in accordance with consumer expectations, then the quality of the product received or felt in accordance with consumer expectations.

## 2.3 Consumer Dissatisfaction

Consumer dissatisfaction can arise due to the information process in the evaluation of a brand. Consumers will use past and present information to see the benefits they expect. According to Peter and Olson (2014: 184) it is revealed that "if the usefulness of the product is lower than desired then dissatisfaction occurs". From this, consumers feel dissatisfied with the products they have purchased. If consumers are not satisfied, usually consumers will change other products or brands and complain to goods manufacturers, retailers and other consumers. According to Kotler and Keller (2009: 170) "Dissatisfaction is a state in which consumer expectations are not equal to or higher than the performance they receive from marketers. So that causes the behavior of choosing products that are as needed, if the needs are not met then consumers can switch to other brands"

So it can be said that high satisfaction is the focus of many companies because if consumer satisfaction is ordinary then consumers will easily change their minds if they get a better offer. Customer

expectations can be influenced by many factors, including the previous consumer purchase experience, the advice of friends or family, and the promises and information of marketers and competitors.

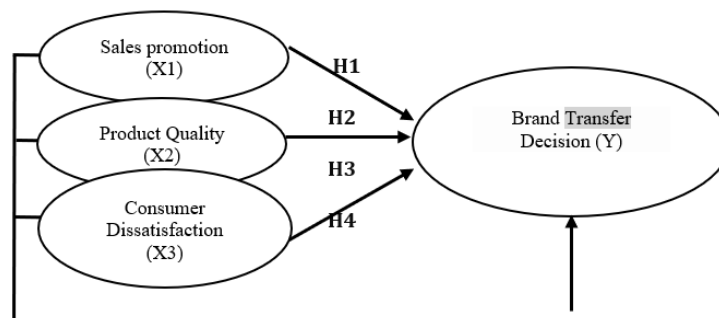
## 2.4 Brand switch

Brand transfer by consumers occurs when consumers understand very well the significant differences between brands competing in a particular market. Consumers in this case know a lot about existing product categories. Marketers thus need to differentiate their brand privileges to explain the brand. According to Hawkins and Mothersbaugh (2016:637), *brand switching* is "Results of consumer dissatisfaction will result in a product that consumers make purchases cessation product to a brand and replace it with other brands". Brand displacement is the result of consumer dissatisfaction with a product that results in the consumer stopping the purchase of the product at a brand and replacing it with another brand.

According to Petter and Olson (2014: 522) revealed that "*Brand switching is purchasing patterns characterized by a change or shift from one brand to another brand*". Brand displacement is a buying pattern characterized by a change or change from one brand to another. Based on this definition, it can be concluded that *brand switching* or brand transfer behavior by consumers is negative behavior in business activities, where consumers decide to stop buying or using a brand's products and start replacing them using brands from other companies. As unexpected negative actions occur, the phenomenon of brand displacement continues to get serious attention from marketers so that the company can retain existing consumers and then be able to reach new consumers who will have a positive impact both in profitability and sustainability and popularity of the company. According to Sugiyono (2014: 135) the hypothesis is expressed as a theoretical answer to the formulation of research problems, not yet an empirical answer. The hypotheses proposed in this study are:

- H1 : There is an influence of sales promotion (X1) on the decision to move Blackberry (Y) brand smartphones.
- H2 : There is an influence on product quality (X2) on the decision to move Blackberry (Y) brand smartphones.
- H3 : There is an influence of consumer dissatisfaction (X3) on the decision to move Blackberry (Y) brand smartphones.
- H4 : There is an influence of sales promotion (X1), product quality (X2) and consumer dissatisfaction (X3) simultaneously on the decision to move Blackberry (Y) brand smartphones.

The research model is depicted in the following image:



**Figure 2. Hypothesis Model**

## 3. RESULTS AND DISCUSSIONS

Respondents in this study were respondents who moved blackberry brand smartphones that were randomly selected. Characteristics of respondents analyzed in the study include gender, age, occupation and income. The characteristics of respondents are described in the following table:

**Table: 2**

**Characteristics of Respondents**

NO	CRITERION	SUM	PERCENTAGE
1	GENDER		

*the influence of sales promotion, product quality and consumer dissatisfaction with brand transfer decisions (study on ex blackberry users in bandung regency) - dewi yolanda*

	Man	44 people	44%
	Woman	56 people	56%
2	AGE		
	17 to 25	57 People	57%
	25 to 30	19 People	19%
	30 to 35	10 People	10%
	>35	14 People	14%
3	WORK		
	Student	27 people	27%
	Civil Servants	9 people	9%
	Private Employees	35 people	35%
	Other	29 people	29%
4	INCOME (Rp)		
	1,000,000 to 2,000,000	36 people	36%
	2,000,000 to 3,000,000	29 people	29%
	3,000,000 to 4,000,000	25 people	25%
	>4,000,000	10 people	10%

Source: Processed author data, 2018

On the gender criteria of respondents who have used Blackberry products and have switched to *other brand smartphone* products, the majority of which are female, this survey shows that Blackberry is one of the most desirable smartphones of modern women in their time. Her ability to e-mail since the initial *setup* process, various *features of the existing organizer* show her *positioning* which is indeed directed at young professional women with a myriad of busyness. Standard applications installed are quite complete starting office applications such as word processors, *worksheets, slide show presentations* and plus *password keepers* that are very helpful for women to keep many secrets (Source: [www.majalahexcellent.com](http://www.majalahexcellent.com)).

Furthermore, on the age criteria, respondents who had used Blackberry products and had switched to other *smartphone* products were the majority at the age of 17 to 25 years, where those who had used Blackberry products and had switched to other *smartphone* products were teenagers who were enthusiastic about technological changes. In addition, Blackberry is more widely used by teenagers because of its cheap and affordable online system. Blackberry is recognized by teenagers as an important means of communication in communicating with each other effectively, also used in finding information quickly and easily (Source: *Tabloid Reformata*).

In terms of work, respondents in this study were mostly private employees who wanted to try *smartphone* products that were in the spotlight and phenomenal at that time because they had a unique feature, namely Blackberry Messenger. Coupled with the presence of Blackberry with various new types with a price below Rp 2,000,000.00 makes Blackberry no longer a luxury item and very accessible to consumers from various circles.

Finally, in terms of income, consumers who have used Blackberry products and have switched to other *smartphone* products are the majority of those who earn Rp 1,000,000.00 to Rp 2,000,000.00 are quite capable to buy a Blackberry *smartphone* product. This means that Blackberry can already be owned well by people who earn starting from Rp 1,000,000.00. The results of the validity test in this study showed that each item of statement on the questionnaire was declared valid because the entire value of *r* count was greater than the table *r* value of 0.165, so it can be concluded that all indicators are valid.

The Reliability Test result of *Cronbach's Alpha* value of the sales promotion variable (X1) shows a value greater than 0.60 which is 0.811. *Cronbach's Alpha* value of the product quality variable (X2) indicates a value greater than 0.60 which is 0.881. *Cronbach's Alpha* value of the consumer dissatisfaction variable (X3) indicates a value greater than 0.60 which is 0.766. And *Cronbach's Alpha* value of the brand displacement variable (Y) indicates a value greater than 0.60 which is 0.668. Then it can be concluded that the statements on the four variables are said to be reliable.

After conducting a validity and reliability test, the author conducted a classic assumption test where from the results of the test showed that the regression model met the criteria of the three classic assumptions, namely:

1. Multicollinearity tests on tolerance values from three independent variables including sales promotion (X1), product quality (X2) and consumer dissatisfaction ( $x_3$ ) showed that no independent

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variable had a Tolerance value of less than 0.10 which means there is no correlation between independent variables whose value is more than 95%. The results of calculating the Variance Inflation Factor (VIF) value also show the same thing there is no one independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

2. Heteroskedasticity tests showed that the probability value of significance of the three independent variables, including Sales promotion (X1) of 0.471, Product Quality (X2) of 0.329 and Consumer Dissatisfaction (X3) of 0.130, had a value greater than the confidence level of 0.05. While seen from the plot graph it can be seen that the dots spread randomly and spread both above and below the number 0 on the Y axis. This means that the regression model does not contain heteroskedasticity. So it can be concluded that the regression model is worth using to predict brand transfer decisions based on independent variable inputs of sales promotion (X1), product quality (X2) and consumer dissatisfaction (X3).
3. The normality test by looking at the appearance of the histogram chart as well as the normal graph of the plot, it can be concluded that the histogram chart shows that the distribution of data (histogram) mostly appears to follow a normal curve which means that the data is normal distribution. Then on the normal chart the plot can be seen dots following and approaching its diagonal line so that it can be concluded that the regression model meets the assumption of normality.

Hypothesis testing designs include multiple linear regression analysis, partial significant test (statistical test T), simultaneous significant test (statistical test F) and determination coefficient test ( $R^2$ ). The author describes below:

The results of multiple regression analysis using the SPSS 25 program, obtained the following results:

**Table: 3**  
**Multiple Regression Test Results**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized	Sig.
		B	Std. Error	Beta	
1	(Constant)	8,179	1,173		,000
	X1	-,069	,060	-,106	,254
	X2	,073	,025	,341	,004
	X3	,172	,085	,225	,047

a. Dependent Variable: Y

Source: Processed Author Data, 2018

Based on table 3 above obtained regression equations as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 8,179 + 0,069 X_1 + 0,073 X_2 + 0,172 X_3 + 1,173$$

Where:

Y = Brand transfer decision

a = Constant

$b_1$  = Coefficient of regression between sales promotion and brand transfer decisions

$b_2$  = Coefficient of regression between product quality and brand transfer decisions

$b_3$  = Regression coefficient between consumer dissatisfaction with displacement brand decisions

$X_1$  = Sales promotion

$X_2$  = Product quality

$X_3$  = Consumer dissatisfaction

$e$  = error disturbances

The constant value of 8.179 states that if independent variables i.e. sales promotion ( $x_1$ ), product quality ( $X_2$ ) and consumer dissatisfaction ( $x_3$ ) are considered constant, then the decision to change brands reaches a score of 8,179. From the results of statistical calculations using SPSS 25 listed in table 3, the calculation value for sales promotion was obtained of -1,147 with a significance value of 0.254. The numeracy value for the sales promotion is smaller than the 0.165bel (-1.147 < 0.165) and the resulting significance value is

*the influence of sales promotion, product quality and consumer dissatisfaction with brand transfer decisions (study on ex blackberry users in bandung regency) - dewi yolanda*



greater than 0.05 then  $H_0$  is accepted, the conclusion is that the sales promotion partially has no significant effect on the decision to move the brand. For product quality obtained a calculation value of 2,950 with a significance value of 0.004. The calculation value for product quality is greater than the 0.165 ttable ( $2,950 > 0.165$ ) and the resulting significance value is smaller than 0.05 then  $H_0$  is rejected, the conclusion is that product quality partially affects the decision to move the brand.

The numeracy value for consumer dissatisfaction was 2.011 with a significance value of 0.047. The numeracy value for consumer dissatisfaction is greater than the 0.165 ratio ( $2.011 > 0.165$ ) and the resulting significance value is smaller than 0.05 then  $H_0$  is rejected, the conclusion is that consumer dissatisfaction partially affects the decision to move the brand. A simultaneous test is called a test of overall significance to the observed regression line as well as the estimation, whether Y is linearly related to X1, X2 and X3. In testing this hypothesis, the decision-making criteria are as follows: If the value of F is greater than 4 then  $H_0$  can be rejected at the degree of confidence of 5%, in other words we accept an alternative hypothesis stating that all independent variables are simultaneously and significantly affect the dependent variable (Ghozali, 2018: 98).

The results of the simultaneous significant test (statistical test F) of the author describe in the following table:

**Table: 4**  
**Simultaneous Significant Test Result (Statistical Test F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65,504	3	21,835	15,526	,000 <sup>b</sup>
	Residual	135,006	96	1,406		
	Total	200,510	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed Author Data, 2018

From the ANOVA or F test on table 4 obtained a calculated value of F of 15.526 with a probability of significance of 0.000. Since the value of F is greater than 4 and the probability is much smaller than the degree of confidence of 0.05 (5%) then the regression model can be used to predict brand transfer decisions or it can be said that sales promotion (X1), product quality (X2) and consumer dissatisfaction (X3) together affect brand transfer decisions (Y) must be statistically accepted. The coefficient of determination ( $R^2$ ) essentially measures how far the model's ability to explain variations in dependent variables is. A small  $R^2$  value means that the ability of independent variables to explain variations of dependent variables is very limited. A value close to one means that independent variables provide almost all the information needed to predict variations in dependent variables (Ghozali, 2018:97).

The results of the determination coefficient test ( $R^2$ ) of the author describe in the following table:

**Table: 5**  
**Determination Coefficient Test Result ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,572 <sup>a</sup>	,327	,306	1,18588

a. Predictors: (Constant), X3, X1, X2

Source: Processed Author Data, 2018

From the spss output display summary model summary the magnitude of Adjusted  $R^2$  is 0.306, this means 30.6% variable brand transfer decisions can be explained by to three independent variable sales promotions (X1), product quality (X2) and consumer dissatisfaction (X3). The rest ( $100\% - 30.6\% = 69.4\%$ ) is explained by other causes outside the model. This proves that there are many other factors that influence brand transfer decisions.

#### 4. CONCLUSION

*the influence of sales promotion, product quality and consumer dissatisfaction with brand transfer decisions (study on ex blackberry users in bandung regency) - dewi yolanda*

The study with the title Influence of Sales Promotion, Product Quality and Consumer Dissatisfaction with Brand Transfer Decisions (Study on Ex Blackberry users in Bandung Regency) resulted in the following conclusions:

1. Sales promotion has no significant effect on brand transfer decisions, this can be seen from the value of significance greater than the degree of trust. This means that the better the sales promotion of an item, does not affect consumers in the decision to change brands.
2. Product quality has a significant effect on brand transfer decisions, this can be seen from the value of significance that is smaller than the degree of trust. This means that the higher the quality level of a product of an item, the higher the possibility of changing brands.
3. Consumer dissatisfaction has a significant effect on brand transfer decisions, this can be seen from the value of significance that is smaller than the degree of trust. This means that the higher the level of consumer dissatisfaction, the higher the decision of consumers to change brands.
4. Variable sales promotion, product quality and consumer dissatisfaction simultaneously affect brand transfer decisions and must be statistically accepted. This means that variable sales promotion, product quality and consumer dissatisfaction have an influence together in brand transfer decisions.
5. From the analysis that has been done, it is known that consumer dissatisfaction variables have a dominant influence on customer desire in making decisions to move brands from Blackberry to other brand *smartphones*.

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*the influence of sales promotion, product quality and consumer dissatisfaction with brand transfer decisions (study on ex blackberry users in bandung regency) - dewi yolanda*

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