

## ABSTRACT

Communication is one of the most important aspect in human life as social beings. Thesedays, communication become more and more important so that required advance tools and gadgets. Recent communication style shows the use of gadgets, such as Blackberry and Android. These gadgets not only for communication but also represent the lifestyle of the user. However, recently the users are switching from Blackberry to Android. The writer conducts this research to know the reasons for the users to switch from Blackberry to Android.

This research was a descriptive and exploratory research. The population was the ex-Blackberry users who changed Blackberry to Android in Surabaya. The sampling tqchnique being used was accidental samping, it is comprising the total of 100 respondents. The research used 30 questions of factor analysis by utilizing SPSS20.

From this research the writher concluded the result show that there are three factors being involved. The first one is the price-product-promotion factor. The second one is consumer's psychology while the third is variation factor.

**Key word : factor price-product-promotion, consumer's psychology factor, variation factor.**