

ABSTRAK

This study aim for determine the effect of consumer dissatisfaction, advertisement, and need of variation to brand switching decision of operator XL. This research was conducted on consumer of operator XL that has moved to another brand and on this research was using 100 respondent with using purposive sampling method.

Data was collected by distributing questioneries. Data was analysed performed by using SPSS software to determined test reliability, validation, test of clasical assumptions, hypothesis test using test t demo, test f demo, and with adjusted R square. Analysing data technique was used linier regresion analyse.

Result of data analyse of three variable using t test show that from three variable that used for this research, consumer disastifaction, advertisement, and need of variation are have a positive ang significant effect to brand switching decision. From test f it can be seen that significant level is at $<0,05$, that mean consumer disastifaction, advertisement, and need of variation are together influence significantly to brand switching decision. While from determination coefficient is have value adjusted R square 62,7%, this mean all three variable that used for this research can be explained by 62,7% for its influenced to brand switching decision, while 37,3% can be explained by other variable.

Keyword: Consumer Disatisfaction, Advertisement, Need of Variation, Brand Switching