

ABSTRACT

This research aims to analyze the influence of negative e-WOM, dissatisfaction, and variety seeking on brand switching in Ms Glow skincare product partially and simultaneously. This research uses negative e-WOM, dissatisfaction, and variety seeking as independent variables and brand switching as dependent variable.

The sample in this study is Ms Glow skincare product users on the Twitter @ohmybeautybank autobase who are aged over 17 years old. The data were obtained through the questionnaire to 100 respondents that were processed and analyzed using the SPSS program.

The results of this research indicate that negative e-WOM does not have significant influences on brand switching. Meanwhile, dissatisfaction and variety seeking have significant influence on brand switching. Then, simultaneously negative e-WOM, dissatisfaction, and variety seeking have significant influence on brand switching.

Keywords: brand switching, dissatisfaction, negative e-WOM, variety seeking

