

Choirul Fatikhin, 10312008, **Pengaruh *Quality Product*, *Customer Dissatisfaction*, *Variety Seeking*, Dan *Word Of Mouth Communication Terhadap Brand Switching* Konsumen (Studi pada brand switching dari Blackberry ke Samsung di Kecamatan Manyar)**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Februari, 2014

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi perilaku *brand switching* konsumen dari Blackberry ke Samsung di Kecamatan Manyar Gresik. Penelitian ini menggunakan sampel 90 responden, jenis data yang digunakan primer. Penelitian ini juga menguji empat variabel independen yaitu kualitas produk (*quality product*), ketidakpuasan konsumen (*Customer Dissatisfaction*), kebutuhan mencari variasi (*Variety Seeking*), komunikasi dan mulut kemulut (*word of mouth communication*) yang mempengaruhi perilaku perpindahan merek (*Brand Switching*). Tujuan penelian ini adalah untuk mengetahui pengaruh kualitas produk (*quality product*), ketidakpuasan konsumen (*Customer Dissatisfaction*), kebutuhan mencari variasi (*Variety Seeking*), komunikasi dan mulut kemulut (*word of mouth communication*) terhadap *Brand Switching* dengan menggunakan metode analisis regresi linier bergand. Hasil penelitian menunjukkan bahwa variabel kualitas produk (*quality product*), ketidakpuasan konsumen (*Customer Dissatisfaction*), kebutuhan mencari variasi (*Variety Seeking*), komunikasi dan mulut kemulut (*word of mouth communication*) signifikan terhadap perilaku perpindahan merek.

Kata kunci : *quality product*, *customers dissatisfaction*, *variety seeking*, *word of mouth communication*

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Abstrac

This study aims to identify the factors that influence the behavior of consumers switching from the Blackberry brand to Samsung in District Manyar Gresik . This study used a sample of 90 respondents , the primary type of data used . This study also tested the four independent variables , namely the quality of the product, customer dissatisfaction , Variety Seeking , and word of mouth communication that influences brand switching behavior. The purpose of this study presented was to determine the effect of product quality) , consumer dissatisfaction, Variety Seeking , and word of mouth communication to Brand Switching using linear regression analysis method bergand . The results showed that the variable quality product , consumer dissatisfaction, Variety Seeking) , and word of mouth communication significantly influence brand switching behavior

Key word : quality product, customers dissatisfaction, variety seeking, word of mouth communication