

Furqon Budiarta, 10311043, **Pengaruh *Quality Product*, *Variety Seeking*, Dan *Price Terhadap Brand Switching* Konsumen (Studi Pada *Brand Switching* Dari *Coca Cola* Ke *Big Cola* Di Kecamatan Sekaran Kabupaten Lamongan), *Management, Faculty of Economic, Muhammadiyah University of Gresik, August, 2016***

Abstract

The purpose of this research is to identify the influence factors of consumer brand switching attitude from Coca Cola to Big Cola in Sekaran Subdistrict Lamongan Regency. This research used 75 respondents as samples. Primer data were used in this research. This research tested three independent variables, namely quality product, variety seeking, and price which effected dependent variable, that was brand switching attitude. This research is also to find out the effect of quality product, variety seeking, and price toward brand switching attitude by using two-way linear regression method. The result of the research showed that quality product, variety seeking, and price significantly affect brand switching attitude.

Key word : quality product, variety seeking, price, brand switching