

## **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*