

## **ABSTRACT**

*This research is motivated by emergence of new brands phenomenon, especially for shampoo product category. Nowadays Clear shampoo has been competed with other brands. It is indicated by high levels of clear shampoo brand switching compared to others, whereas its share was decrease from 20,2% in 2012 to 15,8% in 2013. A total reduction of 4,4%.*

*The aim of this study is to determine the effects of consumer dissatisfaction, variety seeking, and competitors advertising to brand switching decisions. This study was concentrated on Clear shampoo consumers who have switched to other brand shampoos and total number of samples were determined by 100 respondents using Accidental Sampling method. Analytical methods used where quantitative and qualitative analysis. Datas met validity, reliability, and classical assumption tests, were processed and have result of regression equation as folllows:*

$$Y = 0,258 X_1 + 0,550 X_2 + 0,220 X_3$$

*Hypothesis test used t-test, shown three independent variables, i.e. consumer dissatisfaction ( $X_1$ ), variety seeking ( $X_2$ ), and competitors advertising ( $X_3$ ). Those researchs are significantly and positively approved, have affected the independent variable i.e. brand switching decisions ( $Y$ ). Variable of variety seeking has the biggest influence of the brand switching decisions by the customer among other independent variables examined, thas is in the amount of 0,550. Other effects are consumer dissatisfaction variable of 0,258, and competitors advertising variable of 0,220. Research trough F test has proven that consumer dissatisfaction, variety seeking, and competitors advertising are worthy to test the independent variable of brand switching decisions. Figure of Adjusted R Square of 0.540% has shown that 54% of brand switching decisions variation can be explained by the three independent variables in the regression equation. Whereas the rest of 46,0% is explained by other variables, out of those three variables which are used in this study.*

**Keywords:** *Brand Switching Decisions, Consumer Dissatisfaction, Variety Seeking, Competitors Advertising.*