

## **ABSTRACT**

*This study aims to determine the effect of consumer dissatisfaction, the need to variety of products, product pricing, and advertising of brand switching decision of noodles. The research was conducted on consumers Indomie that has been moved to brand of Mie Sedap and noodles sample set of 100 respondents using Accidental Sampling methods. Data were collected by distributing questionnaires. Data analysis method was performed by multiple linear regression using SPSS software. Data that has met the test of validity, test reliability, and test the assumptions of classical processed resulting regression equation as follows:*

$$Y = 0.162 X_1 + 0.181 X_2 + 0.510 X_3 + 0.153 X_4$$

*Where the decision variable displacement Brand (Y), Consumer Dissatisfaction (X1), Needs Looking for Product Variation (X2), Product Price (X3), and Ad Competitors (X4). The hypothesis testing using t test showed that the four independent variables studied proved to be positively and significantly affect the dependent variable displacement brand decisions. Then through the F test showed that the variables of consumer dissatisfaction, the need for variety of products, product price, and ad competitor is appropriate to test the dependent variable displacement brand decisions. Figures Adjusted R Square of 0.847 indicates that 84.7 percent of the variation of brand switching decisions can be explained by the four independent variables in the regression equation. While the rest of 15.3 percent is influenced by other variables that are not explained in the regression equation in this study.*

*Keywords: Decision Switching Brands, Consumer Dissatisfaction, Needs Variety Seeking Products, Product Price, Ad Competitors.*